

Topic: DIGITAL MARKETING & E-COMMERCE



Date: 28/9/2019

Venue: Seminar Hall_I



Faculty coordinators: Dr. Kajal Maheshwari

Students Coordinators: Mr. Saurabh Bias

No of students participated: 156

No of Faculty participated: 04

Date : 28/9/2019

Report:

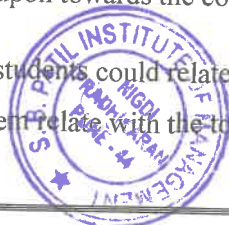
Topic: Timing 10.00am-12.00noon

Date:

On September 28, 2019: SBPIM has organized a guest session for MBA students on “DIGITAL MARKETING and E-COMMERCE” by Mr. Amarjeet Chavhan, Corporate Trainer & Consultant. Sir holds a track record of helping organizations to optimize operational processes whilst maximizing profit within a challenging fast paced environment.

The session started with an overview of the E commerce sector and the various upcoming segments in the same. And then went on to address Digital Marketing-its need and relevance in the current marketing scenario also clarified the role of multi-channel E-Commerce in Digital marketing. He explained how a search engine works and what the types of searches involved are. Also highlighted the importance and relevance of “push” and pull” marketing in digital marketing. Sir gave detail view how social media works and is effectiveness in digital marketing was discussed. Meaning and paradigms of Web Analytics were also touched upon towards the conclusion.

The session got interactive towards the end and students could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic.





Kajal Maheshwari

Dr. Kajal Maheshwari
Faculty Coordinator



Daaniel Penkar

Dr. Daaniel Penkar
Director