



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

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EVENT REPORT

Name of the Event / Activity: - Guest Session on The Digital Cake: Choosing the Right
“Ingredients” For Your Online Marketing Strategy

Committee / Cell: - Industry Institute Interaction Committee

Date : - March 05, 2021

Time : - 10:00 AM to 11:00 AM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Ms. Rajnandini Vyas, Head -Digital marketing and Growth,
Uth Beverage Factory Private Limited

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Mr. Piyush Chavda

Number of Students Participated: - 120

Brief Information of the Event: -

A session on “The Digital Cake Choosing the Right “Ingredients” For Your Online Marketing Strategy” was conducted under the guidance of Dr. Amarish Padma to make students aware of Functioning of Digital Marketing sector & career opportunities in the same sector.

The session was hosted by Mr. Piyush Chavda from 2nd Year MBA who introduced the topic of the session & gave brief introduction of the guest speaker Ms. Rajnandhini Vyas.

Ms. Rajnandhini Vyas explained the valuable insights regarding the various aspects of the Digital Marketing sector. She elaborated the Marketing is one of the areas of specialization and career preferred by many students. It is important for them to know the career opportunities available in digital marketing area especially in the current changing business environment at domestic and global level.

Firstly, she cleared that Digital Marketing career can be made by any person by acquiring specialized knowledge relating to Digital Marketing and practising that knowledge .one can have better work-life balance and social respect.

She mentioned the broad areas for making career in digital marketing sector domain such as

- SEO Manger
- Digital Marketing Manager
- Web developer/designer

- Digital Marketing Manager

She suggested students regarding preparation for successful careers that students should look for internships in the field. Doing an internship in digital marketing is the best way to get a real sense what the digital marketing world is all about. Also she mentioned that students should make themselves familiarise with Marketing terms.

Ms. Rajnandhini highlighted the valuable & important skills required in Marketing sector such as

1. Keep track of trends
2. Think Multi Channel
3. Analytical skills
4. Build an effective marketing funnel
5. Measure and Optimise etc.

She motivated students who were little doubtful about this sector. The session towards the end had a Q & A session which was filled with a lot of questions by the attendees and in-depth answers by Rajnandhini Ma'am. The session concluded with the vote of thanks by our host Mr. Piyush Chavda.

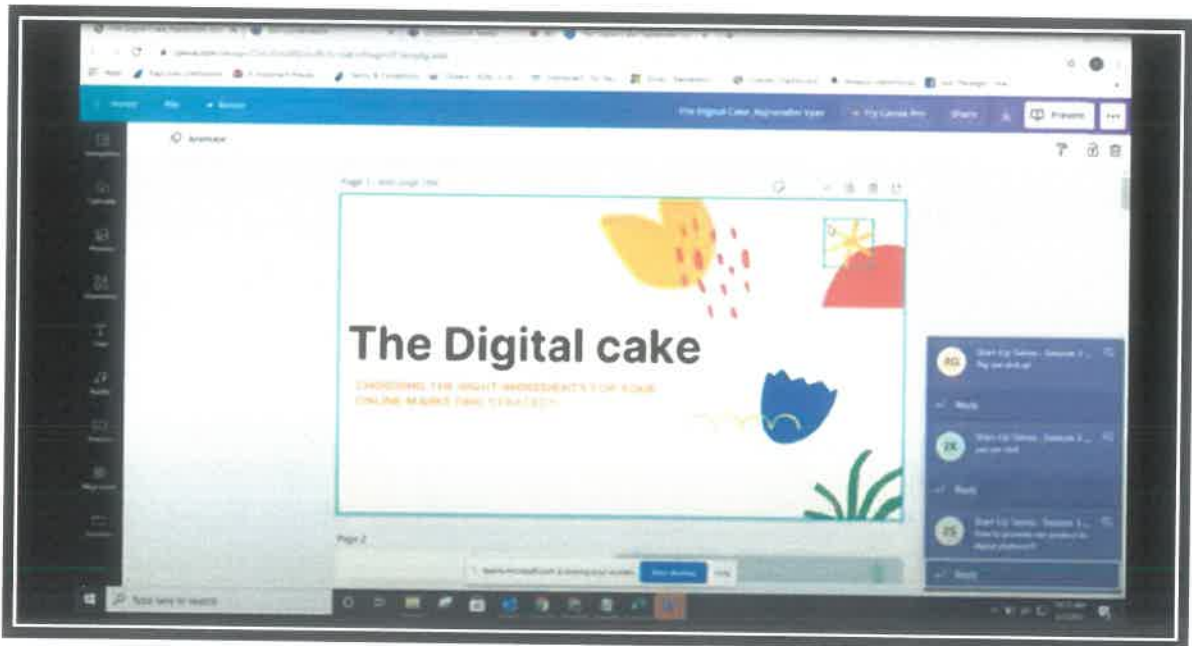
Photos with Captions: -



Flyer of Guest Session



Guest Speaker Ms. Rajnandini Vyas introduced by Mr. Piyush Chawda



Online Guest Session by Speaker Ms. Rajnandini Vyas

Dr. Amarish Padma
Event Coordinator



Dr. Kirti Dharwadkar
Director