

**Report  
on  
Digital Marketing**

QIS College of Engineering and Technology has organized entrepreneurship development program for ECE, EEE, CSE, Mech students

**Date** : 25.08.2018  
**Session Topic** : Digital Marketing  
**Resource Persons** : Dr.Kanchu Satyam,Professor,Sri Venkateswara College of Engineering

The head of the Institute presented presidential address to all the dignitaries and delegates in response to the welcome address by Mr.J. Jawahar Babu, MBA. He emphasized the significance and purposes of organizing this program.

Dr. B. Srinivasa Rao said in his speech that the students are encouraged to start their own ventures. Mr. B. Chakravarthy, Associate Professor introduced the guest speakers.

Speaker explained about the digital marketing strategies in India with current data. He stated that, the use search engines, websites, social media, email, and mobile apps are growing significantly in present situation to promote the plans and events for the marketing. He also motivated the students and explained in detail about importance & necessity of promoting the digital marketing for their future business plans.

Mr. M. Ashok, Assistant Professor, MBA presented vote of Thanks.