

REPORT

On

E-marketing

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

Date: 12 July 2019

Session Details

Dr.D.Bujjibabu, Professor and Head- has welcomed all the dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing this entrepreneurship and skill development program. Mr.SK.Anjaneyalu, Associate Professor introduced the guest speaker S. Surendra, Senior Development leader, Dotcomweavers, Hyderabad and Dr. C. Ramanjaneyulu, Professor, Alwar School of Business, Visakhapatnam.

Mr.S.Surendra has spoken about the E- Marketing plan is a map for E- Marketing strategy formulation and implementation. He has covered about the types of marketing plan, and ESP framework.

Dr. C. Ramanjaneyulu, talks about Strategic E-Marketing Plan in which Investing in a robust E-Marketing strategy has become more important than ever before. Also, he speaks about the companies that succeed are those that successfully anticipate the different types of information that their prospective customers desire and then make it available to them. At the end, the session was concluded with a vote of thanks given by Dr. S.Suresh Kumar, Head- EDC.



Program Outcomes

Students understood various E-Marketing strategies and their planning.