

REPORT

On

Digital Marketing

QIS College of Engineering and Technology has organized entrepreneurship development program for MECH students

Date: 25 August 2019

Session Details

Dr. A. Prakash, Head- EDC has invited the dignitaries and delegates. He gave the short notes about the knowledge he obtained through the entrepreneurship and highlighted the objective of this skill development program. Dr. Vijaya Rangan, Head-Research introduced the guest speaker Dr. R. Bharath, Business Analyst – Pune and Mr. K. Dinesh, Business Analyst – Bangalore

Session 1

Dr. R. Bharath, 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. At the end, the session was concluded with a vote of thanks given by Dr. A. Prakash, Head- EDC.

Session 2

Mr. K. Dinesh, has given the new information about to reach the large number of new and existing customers with less money. He added that, the content marketing, social media marketing and email marketing are the better option to attract and cover the consumers towards the products. The overall session was about to project the good career option in digital marketing. Finally, the vote of thanks was given by Dr. A. Prakash, Head- EDC.



Program Outcomes

1. Students understood search engine optimization techniques and also they understood the content and digital marketing techniques.
2. Students understood the email marketing as well.