

REPORT
On
Digital Marketing for New Business Promotions

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

Date: 20 January 2020

Session Details

Dr. S.Suresh Kumar, Head- EDC 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. Dr.O.Vignesh, Head – Research (Technical) introduced the guest speaker Dr. K. Kishore, Business Analyst – Hyderabad and Mr. S. Balaji, Senior marketing Associate - Hyderabad

Session 1:

Dr. K. Kishore explained about the new digital marketing strategies for new business promotions. He stated that, the digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. He also motivated the students and explained in detail about importance & necessity of promoting the digital marketing for their future business plans.

Session 2:

Mr. S. Balaji, motivated the students to focus on the specific marketing and asked them to increase the web presence using online directories. He also added that, the students should able to develop the case studies from the successful clients and rank our target keywords. The main outcome of this session was simplifying the project management to extract more results postiviely.

Finally, the vote of thanks was given by Dr. S.Suresh Kumar, Head- EDC.



Program Outcomes

Students understood social media, digital marketing tools, their usage to increase the traction of the products and as well as to reach out our business to all over the world.