

Web Report on Classroom Lecture on “Impact of Digital Marketing”

Title	Classroom Lecture on “Impact of Digital Marketing” for the students of BBA, II Semester.
Date	March 20 th , 2018
Resource Person/Facilitator	Mr. Abhinav Sharma, Marketing Manager at Eli India.
Summary	<p>A classroom lecture on “Impact of Digital Marketing” was organized for students of BBA II Semester (Evening Shift, Section B &C). The prime objective of the lecture was to acquaint students with the concept of digital marketing and opportunities provided by it. Mr. Abhinav Sharma conducted an interactive session with the students where he discussed about the concept of digital marketing, its origin and importance.</p> <p>New millennium has brought us on the brink of the IT revolution. Internet penetration in India is a key player for this. The same has impacted our advertisers in a big way. Today internet has been accepted as the most powerful tool for promoting the products to overcome geographical barriers. During the session, students were briefed about the concept, different forms of digital marketing channels, like affiliate marketing, content marketing and Google analytics.</p> <p>The session was very informative and interactive and the students had a great learning experience. They enriched themselves with the insights of digital marketing and its relevance in today’s world. The session strengthened their interest and quest in the marketing field.</p>

