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Institute of Advanced Studies

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Alumni Class room connect on "changing attitude of consumers towards digital globalisation"

TITLE	Alumni Class room connect on "changing attitude of consumers towards digital globalisation"
Date	Mar 18, 2019 - Mar 18, 2019



Summary

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 19th , 2019

Resource Person/Facilitator

Miss Divyanshi Khatter, Marketing , BUSI. DEVELOPMENT EXECUTIVE. Winfort Services.

Summary

A classroom lecture on “Impact of Digital Marketing” was organized for students of BBA II Semester (Section Morning C). The prime objective of the lecture was to acquaint students with the concept of digital marketing and opportunities provided by it. Miss Divyanshi had an interactive session with the students where she discussed about the concept of digital marketing, its origin and importance.

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 on geographical barriers, the concept of digital marketing has evolved. In the session, students were briefed about the concept, different forms of digital marketing channels, like affiliate marketing, content marketing etc. She further explained about Google Analytics, CPC, CPL, CPM, and CPI.

Indeed the session was very informative; students have a great learning experience, as they have acquired immense knowledge and insights regarding digital marketing. It was wonderful learning experience for the students.