

Vivekananda Institute of Professional Studies

Vivekananda School of Information Technology

Talk on Digital Marketing

A talk on “Digital Marketing” was organised by the academic committee of VSIT on 7th September 2017 for I and II year students of MCA. The main objective of the talk was to generate awareness among students about Digital Marketing, its scope and job opportunities in National and International companies. Key speakers were Mr. Atul Gupta, Business Manager and Ms. Seema Maheshwari, Marketing Manager, IFS -ABa Sweden based multinational and a world leader in ERP and Business Applications.

The eminent speakers shared their immense knowledge and briefed students about the concept, significance, and tools of Digital Marketing. They followed a modular approach while presenting each aspect of Digital Marketing maintaining continuity and flow of the talk. More than 150 students could get the benefit of talk along with faculty members.

Prof. Dr. Vinay Kumar, Dean-VSIT and Prof. Dr. Supriya Madan, Dean-Placement, thanked them with flowers and mementos as a token of respect.



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