

Report

(Talk on Digital Marketing)

Academic Committee, VSIT, organized a talk on “Digital Marketing” on 7th September 2017 for the students of MCA-1st and 2nd year students in the auditorium. The talk was delivered by Mr. Atul Gupta, Business Manager and Ms. Seema Maheshwari, Marketing Manager, IFS -AB a Sweden based multi-national and a world leader in ERP and Business Applications. Dr. Vinay Kumar, Dean VSIT and Dr. Supriya Madan, Dean, Placement, gave floral welcome and presented them mementoes as a token of respect.

The eminent speakers shared their immense knowledge briefing the students with 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. The objective of the talk was to aware the students about Digital Marketing and its scope and job opportunities in National and International companies. More than 150 students were benefitted from the talk along with many honourable faculty members.

