

6. Guest lecture by Prof. R. Sivaram Prasad, HOD, Department of Commerce and Management studies Acharya Nagarjuna University on 26.10.2018 for MBA first year students on Digital Marketing.

REPORT:

Guest lecture by Prof. R. Sivaram Prasad, HOD, Department of Commerce and Management studies Acharya Nagarjuna University on 26.10.2018 for MBA first year students on Digital Marketing. He enriched students on the scope and importance of digital marketing in present scenario. Digital marketing of products or services using digital technologies ,mainly internet, but also including mobile phones ,display advertising and any other digital medium. There are number of job opportunities for the MBA students in digital marketing, he opined.



Prof. R. Sivaram Prasad, HOD, Department of Commerce and Management studies Acharya Nagarjuna University