

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)
(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
Kothapeta, Vijayawada-1
A College with Potential for Excellence(CPE)

ISO:9001-2015

NAAC“A++” Grade in Cycle4

**PG DEPARTMENT OF BUSINESS
ADMINISTRATION
(MBA)**



INNOVATIVE PRACTICE

**“VITUAL GUEST LECTURE ON DIGITAL
MARKETING”**

20.04.2024



INVITATION

ISO 9001-2015

NAAC 'A++' GRADE in Cycle 4

K. B. N. COLLEGE (Autonomous)

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee)
Kothapet, VIJAYAWADA -1.

A College with Potential for Excellence (CPE-UGC)

The PG Department of Business Administration cordially invite your
gracious presence to programme

“VIRTUAL GUEST LECTURE ON DIGITAL MARKETING”

Date & Time :Saturday, 20th April 2024 at 11:00 am

Resource Person

Smt.V.SAILAJA

Marketing Manager,

E-Digital Technologies, Vijayawada.,

ORGANIZED BY:
PG DEPARTMENT OF
BUSINESS ADMINISTRATION
K.B.N COLLEGE – PG CENTRE



K.B.N COLLEGE : PG COLLEGE

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Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NAAC A++ in cycle 4

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

GUEST LECTURE REPORT

On April 20, 2024, the MBA Department organized a guest lecture for second-year MBA students (2022-2024 batch), featuring Smt. V. Sailaja, Marketing Manager at E-Digital Technologies, Vijayawada, as the resource person. She is certified in various domains including soft skills training, automobile training, and has obtained CIS & Licentiate certificates from the Insurance Institute of India.

Her expertise extends to technical domains as well, with qualifications in Diploma in Computer Applications (DCA) and proficiency in Testing tools such as Win Runner, QTP, SQL & Informatica, Maya, and Python.

OBJECTIVES of the Programme

- To increase Brand Awareness.
- To Drive Website Traffic.
- To Boost sales and Revenue.
- To Engage with the target audience.
- To Customer Support
- To Conduct Market Research

Keypoints of the lecture

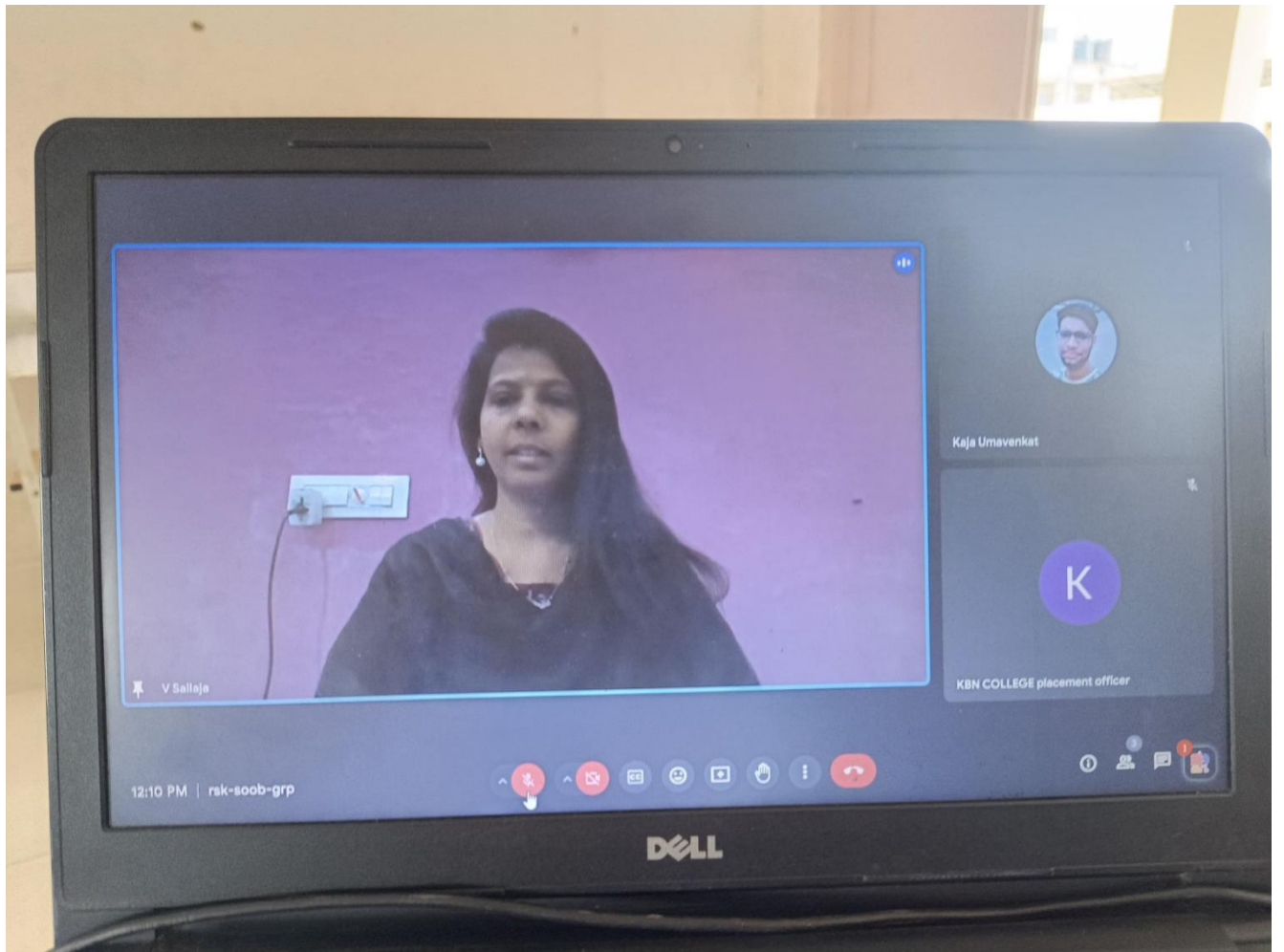
During the lecture, the resource person elaborated on digital marketing, defining it as the utilization of websites, apps, mobile services, social media, and search engines to promote and sell products and services. She highlighted that digital marketers possess various tools to gauge the success of their campaigns. The evolving technologies and trends were emphasized as catalysts for companies to adapt their marketing strategies and reconsider their budgets. Furthermore, she underscored that contemporary businesses increasingly favour cutting-edge digital marketing tools over traditional methods.

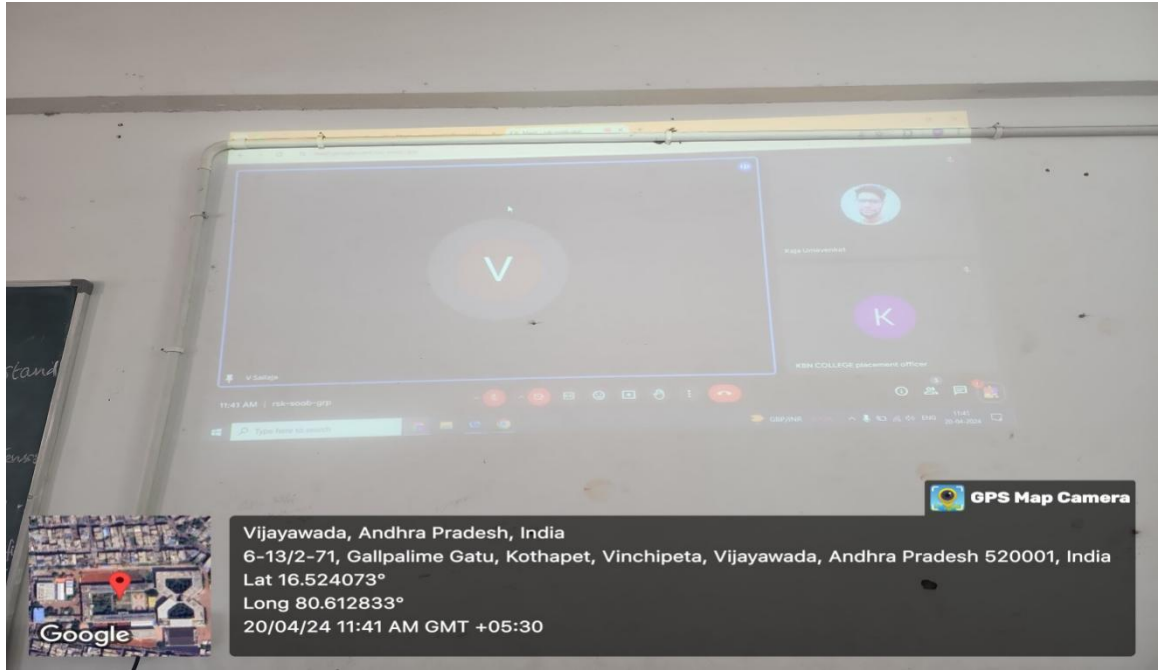
OUTCOMES of GUEST LECTURE

- Be able to develop and execute a marketing plan, incorporate all elements of the marketing mix and segmentation strategies
- To relate the relevance of online marketplace in today's world
- Understand of the role of both digital and traditional media in marketing.
- Be able to guide the development of a digital presence from marketing point of view.
- Working knowledge of website design and development
- Be Proficient in marketing analytics and quantitative evaluation of marketing environment.

A total of 70 students from MBA Second year (2022 – 24 batch) had attended the programme. Ms. Pavani from MBA Second year had proposed vote of thanks.

GUEST LECTURE PHOTOS







 GPS Map Camera



Vijayawada, Andhra Pradesh, India
6-13/2-71, Gallpalime Gatu, Kothapet, Vinchipeta, Vijayawada, Andhra Pradesh 520001, India
Lat 16.524007°
Long 80.612817°
20/04/24 11:33 AM GMT +05:30