

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 Cycle3

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



INNOVATIVE PRACTICE

“GUEST LECTURE”

24.06.2023



INVITATION

ISO 9001-2015

NAAC 'A' GRADE in Cycle 3

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

“GUEST LECTURE”

Date & Time : Saturday, 24th June 2023 at 09:00 am

Resource Person

Dr.Ch.Jaya Sankara Prasad

Associate Professor & Head,

Department of Business Management, Krishna University,

Machilipatnam

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



K.B.N COLLEGE : PG COLLEGE

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NAAC A in cycle 3

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA Programmes)

GUEST LECTURE REPORT

On June 24, 2023, the MBA Department organized a Guest Lecture for final-year MBA students (Batch 2021 – 2023). The session was led by Dr. Ch. Jaya Sankara Prasad, an Associate Professor in the Department of Business Management at Krishna University, Machilipatnam.

Objectives of Programme

- To get current Brand Awareness.
- To retain old and new customers.
- To increase market share.
- To Promote New product and services

Key points of the lecture

The resource person spoke about changing trends in digital marketing and its influence on marketing effectiveness. He explained various types of digital marketing and how entrepreneurs benefited with low cost on promotional expenses and reach target customers effectively. He explained present examples of successful Digital Marketing Companies and

entrepreneurs. He explained very good job opportunities to the students by using latest digital marketing.

OUTCOMES of GUEST LECTURE

Students had come

- to know the importance of Digital Marketing.
- to gain knowledge on Digital Marketing and how it is benefited to the entrepreneurs.
- to understand Procedure of Digital Marketing.
- to understand registration process of Digital Marketing
- to learning about Digital marketing Rules.

A total of 80 students from MBA final year (2021 – 23 batch) had attended the programme. Ms. Sravya from MBA final year had proposed vote of thanks.

GUEST LECTURE PHOTOS



