

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)**



“MEET THE CEO”

19.04.2024



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

“MEET THE CEO”

Date & Time :Friday 19 th April 2024 at 12:00 p.m

Resource Person

Mr.ARPIT TIWARI

Marketing Head,

Fixity EDX, Hyderabad

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

NACC A++ in cycle 4

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

MEET THE CEO REPORT

MEET THE CEO programme is conducted by MBA Department for MBA First year students (2023 – 2025 batch) on 19-04.2024. The resource person is Mr.Arpit Tiwari, Marketing Head, Fixity EDX, Hyderabad. The resource person is academically proficient with excellent professional and technical skills with an exposure of **15 years** of experience in Digital marketing.

OBJECTIVES of Programme

- To Provide an in depth understanding and knowledge of principles and practices in marketing and digital technologies
- To recognize Key Performance indicators in Digital Marketing
- To make students aware of the methodologies, tools and technologies involved in Digital Marketing
- To Provide students with sufficient knowledge to pursue their careers

Key points discussed in the session:

Digital marketing involves engaging with customers through digital channels such as smartphones and the internet to nurture customer relationships, facilitate sales, and gain insights into customer preferences. It can check reviews of any product

- It makes purchase process easy for customer without Travelling outside
- It creates customer relationships
- It motivates your audience to take action
- It Maximizes return on investments(ROI)
- Digital marketing has a lot of opportunities in future in the stream of career
- Every result in search engines depends on multiple algorithms
- Digital marketing includes ‘paid search’ and ‘organic search’
- Every Business/Companies uses digital marketing to carry their profiles
- Digital marketing helps to reach set targeted audience
- Digital marketing helps to reach access the world unlike traditional marketing

Conclusion and outcomes

Students were able to

- Understand the importance of Blog, Webpage, Create videos and know how to create face book ads & Google ads
- Create Posters, Pamphlets and video using Canva and word press
- Perform E-mail marketing and Affiliate Marketing
- Plan, write and craft the content that addresses the common marketing challenges

- Develop an email and sending strategy that adheres to email compliance best practices and create an accurate email data list to get emails into targeted inboxes

A total of 65 students from MBA First year (2023 – 25 batch) participated in the programme. Poojitha from MBA First year had proposed vote of thanks.

MEET THE CEO PHOTOS



