

## Seminar on Digital Marketing

A session on Digital Marketing was conducted on the 14th of August by Mr Amlan Ray, an alumnus of the 1995 batch. Mr Ray has more than 23 years of experience post MBA working for corporates like AV Birla and Tata Group and has taught subjects like Marketing and Data Analytics, International Business and Media Research in various reputed institutions. The session provided an in-depth understanding of the inner workings of digital marketing including insights about search engine advertising and Adwords. Mr Ray also accentuated the importance of digital marketing certification courses in enhancing the credentials of students at the onset of their careers.

