



SEMINAR REPORT — MBA (DAY), IISWBM

AI-Led Digital & Social Media Marketing and Brand Growth



IISWBM · The First Management Institute of India, Estd. 1953 | 31 July 2026 | IISWBM Auditorium
Speaker: Mr. Arpan Dastidar, Business Head (East) & National Head of Strategy, Span Communications

01 Introduction & Objectives

On 31st July 2026, students of the MBA (Day) Batch 2026–2028 attended “AI-Led Digital and Social Media Marketing & Brand Growth,” delivered by Mr. Arpan Dastidar — an alumnus of the session 2004-2006 and a marketing strategist with deep experience across digital marketing, branding, and business transformation.

The seminar explored AI's growing influence on business, using real-world case studies to show how it reshapes customer engagement, brand communication, content creation, and managerial decision-making — positioning AI not as a gadget, but as a strategic partner for future managers.

Objectives: understand AI's role in digital & social marketing · explore its impact on brand growth and customer engagement · introduce Large Language Models and prompt engineering · champion responsible, ethical AI use · prepare future managers for AI-driven business.

SPEAKER

Mr. Arpan Dastidar

ROLE

Business Head (East) & National Head of Strategy, Span Communications

ORGANISED BY

MBA (Day) Batch 2026–2028, IISWBM, the first management institute

DATE

31 July 2026

VENUE

IISWBM Auditorium



The auditorium ahead of the talk



A packed house awaits the session



Students listening in

02 Seminar Highlights

Across the session, the speaker wove together brand strategy and AI fluency into a single, practical narrative:

Retention Over Acquisition

Sustainable growth depends on customer retention — a large share of revenue comes from repeat customers, so consistent, trust-building experiences matter most.

Product + Visibility, Together

A great product alone isn't enough. Market awareness, branding, and digital outreach must grow alongside product quality for lasting success.

The Aggregator Advantage

Digital aggregators and online marketplaces widen reach and accessibility, and now account for a significant share of business revenue.

Find the Real Bottleneck

Business problems aren't always a talent shortage — often it's capacity or process constraints. Spotting the true bottleneck is a core managerial skill.

Guardrails, Not Gates

Clear guidelines and ethical boundaries — guardrails — keep decision-making consistent and risk in check, without stifling innovation.

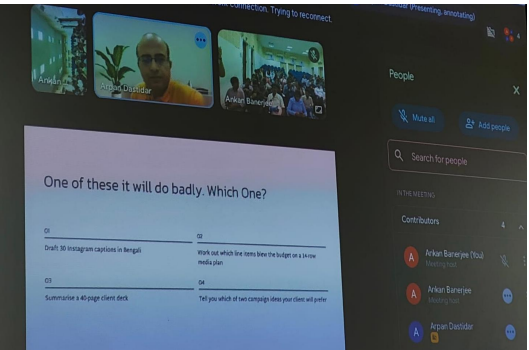
How LLMs Actually Work

Large Language Models don't 'look up' answers — they predict the most likely next words from context. Knowing this improves how you prompt them.

03 Prompt Engineering, in Practice

The speaker's core message: AI output quality depends on prompt quality. A well-built prompt clearly defines five elements

CONTEXT	TASK	CONSTRAINTS	OUTPUT FORMAT	DEFINITION OF DONE
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Live case study projected during the session



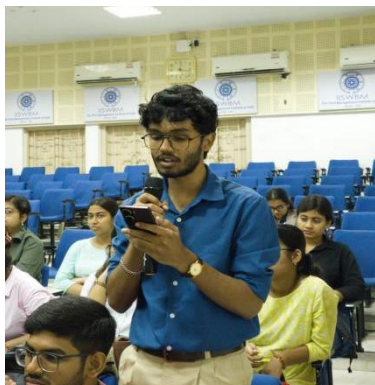
Choosing the Right Tool — and Trusting It Less

Different AI tools suit different jobs — research, writing, coding, data, or creative work — so pick deliberately rather than defaulting to one platform. And always verify: question outputs, cross-check across models, and confirm anything important against a real source before acting on it.



04 In the Room

The session closed with a lively Q&A — students probed AI's role in marketing, brand strategy, and career-readiness — in a packed hall that stayed engaged from start to finish.



A student puts a question to the speaker



An animated response from the floor



Discussion in full swing

Delivered in hybrid format, the seminar let the speaker join over live video while interacting seamlessly with students in the auditorium — blending in-person energy with digital-first convenience.

05 Key Takeaways

- 01 Appreciate AI's strategic role in modern marketing and business management
- 02 Understand why customer retention drives brand loyalty and growth
- 03 Recognise the value of finding the real operational bottleneck
- 04 Grasp the fundamentals of LLMs and prompt engineering
- 05 Build a critical eye for evaluating AI-generated information
- 06 Balance technological capability with human judgment and ethics

06 Conclusion

On behalf of the MBA (Day) Batch 2026–2028, we thank Mr. Arpan Dastidar for a genuinely engaging and informative session — one that sharpened our thinking on AI in digital marketing, brand management, and business strategy, while underlining the value of critical thinking and ethical responsibility.

The seminar was enriching and directly relevant to our coursework and future careers. Our thanks to the Department of MBA (Day), IISWBM, for organising it.

“AI is not a replacement for managerial judgment — it is a strategic partner that amplifies it.”