

Invited Talk - Webinary

Program Name: Digital Marketing

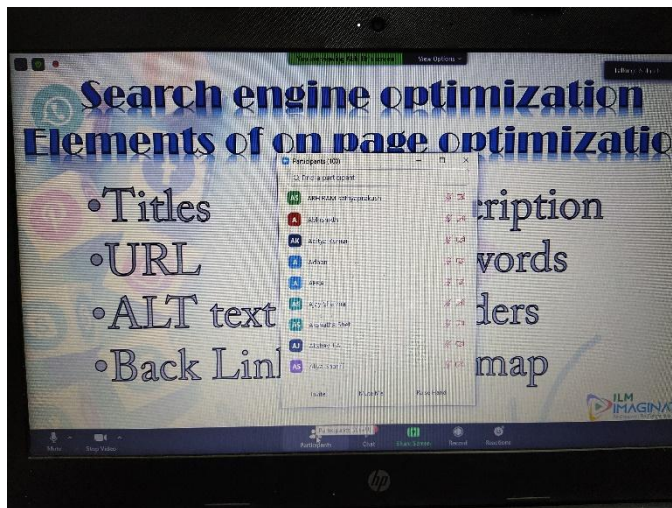
Date: 28-Sep-2020

Time/Duration: 1 Hr

Total Number of Participants: 96

Name of Resource Person(s)/Organization: Mr. Abhilash Reddy

Venue: Virtual



A technical session on **Digital Marketing** was conducted on Monday, **the 28th September 2020** in Virtual mode (webinar) for all the Students of V semester BCA. **Mr. Abhilash Reddy from ILM Academy was the resource person** for the session. Presently, he is the senior trainer cum content author for the digital marketing department in ILM Academy. He started the session with explanation of importance of animation and graphical content in today's Social Media world.

Then, the career prospects in digital marketing was explained with case study of facebook and google search. Furthermore, he continued with the features of tools and techniques used as marketing ways to build and shape the business. The role of IT people in shaping the business through digital platform was briefed very well. Career opportunities and salary packages are lucrative in this stream pulls more youth to make career. Hence, he advised students to take up courses and get certified so that their jobs prospects would be good. The session was interactive and fruitful.

