



PRESIDENCY COLLEGE

Kempapura, Hebbal, Bangalore – 560024

Reaccredited 'A+' by NAAC

NIRF Ranked College

Department of Computer Application

Report on Invited Talk

Date: 08-Feb-2018

Topic: Digital Marketing

A technical session on **Digital Marketing** was organized on Thursday, **the 08th February 2018** in the Seminar Hall for all the Students of IV semester BCA. **Dr. Harikrishna Maram was the resource person** for the session. Dr. Harikrishna Maram is a doctorate in Human Resource Management. Presently, he is the Director of Vision Digital India Limited. The session was conducted for our Students to create awareness on Digital Marketing, which will help them in building a professional career or set up a business and promote the same. The resource person gave the statistical information about prospects of job market with the support of Digital Marketing. Students were very much enthused to know about all such facts. The session was very useful for our BCA Students.



