



**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW**

Report on Guest Lecture on Digital Marketing

Department of Commerce & Business Management has organized a Guest Lecture on the emerging topic “**Digital Marketing**” by Mr. Dayanand Sagar, Product Specialist in Digital Marketing , Synergy School of Business Skills , CADD CENTRE, Bangalore,Karnataka on 28.09.19 (Saturday) at 10:30AM, in Departmental Seminar Hall, 3rd floor, BNLT Block, Integral University, Lucknow.

The function started with the Welcome Address by Dean Faculty of Commerce & Management Prof. A.K. Saxena, and Head Department of Commerce & Business Management Dr. Syed Shahid Mazhar thrown light on the significance of Digital Marketing as an upcoming field to the students in his introduction speech.

Guest Speaker Mr. Dayanand Sagar during his Lecture covered the areas like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, Affiliate Marketing,Content Marketing & Scope of Digital Marketing.

The lecture ended with question and answer session with students then vote of thanks given by Dr. Syed Shahid Mazhar, Head, Department of Commerce & Business Management. Among the faculties of the department Mr Ehsanul Haque, Dr. Zain Mehdi & Mr. Ariz Siddiqui managed the whole session successfully.

Glimpse of the Event:



