

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

Rd-N1.-1U/DCAM/2020/005

Date- 17/02/2020

### **NOTICE**

All Students are hereby informed that Department of Commerce & Business Management is organizing a Guest Lecture on the topic "Digital Marketing" by Dr. Nalin Jha, (Academic Head), Mr. Ravi Shankar, (Trainer) & Ms. Niyanta Sinha, (Senior Product Manager) from Times Professional Learning, Times Group on 20/02/2020 (Thursday) at 01:30 pm, in Departmental Seminar Hall, 3<sup>rd</sup> floor, BNLT Block, Integral University, Lucknow.

Mars 17/2/2020

F.C.M

Head

D.C.B.M

HEAD

Department of Commerce & Business Management. Integral University Lucknow



## Department of Commerce & Business Management Faculty of Commerce and Management Integral University

### Attendance Sheet

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27	Susmita Kumasi	Integral Universi	ty South
28	Neba Mehta	Mahrishi Institute	Ne por
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### Department of Commerce and Business Management Faculty of Commerce and Management Integral University

### Report on Guest Lecture on Digital Marketing

Date: 20.2.2020

One Day Guest lecture "Digital Marketing" was organized by Faculty of Commerce & Management University Lucknow on 20<sup>th</sup> February 2020 in Central Auditorium. The guest lecture was conducted by eminent GuestSpeakers as Dr. Nalin Jha, (Academic Head), Mr. Ravi Shankar, (Trainer) & Ms. Niyanta Sinha, (Senior Product Manager).

Broadly the topics that were covered were:

- Internet Industry
- Digital Marketing
- Web Analytics
- Networking Discussion

The session started with an overview of the E commerce sector and the various upcoming segments in the same. And then went on to address Digital Marketing-its need and relevance in the current marketing scenario. It Clarified the role of multi-channel E-Commerce in Digital marketing. It explained how a search engine works and what are the types of searches involved. It also highlighted the importance and relevance of "push" and pull" marketing in digital marketing. How social media works and is effectiveness in digital marketing was discussed. Meaning and paradigms of Web Analytics were also touched upon towards the conclusion.

The session got interactive towards the end and you could see the interest of the students as they could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic.

Dr. Shahid Mazhar, Head DCBM and Dean Prof A.K.Saxena welcome the guest and give away the vote of thanks. Faculty, students and PhD Scholars of the University were attend the lecture.

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# UNIVERSITY LUCKNOW (INDIA)



# INSPIRING EXCELLENCE

# FACULTY OF COMMERCE AND MANAGEMENT

— Certificate of Particifiation

Dr./Mr./Ms. Mr. Shahab Ud Din

Integral University

Participated in Guest Lecture on "Digital Marketing"

on 20/02/2020 Dr. Syed Shahid Mazhar

Prof. A.K. Saxena Dean, FCM