



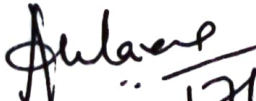
DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW

Ref. No. -
IU/DCBM/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, 3rd floor, BNLT Block, Integral University, Lucknow.**


Dean
F.C.M
17/2/2020



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

Guest Lecture on 'Digital Marketing'

Date: 20/02/2020

S. No.	Name of Participants	Affiliation	Signature
1	Shahid Qureshi	E.R.A. University	Shahid
2	Dipika Marya	K.G.M.U.	Dipika
3	Ankita Pandey	B.B.D. University	Ankita
4	Ashish Tripathi	Integral University	Ashish
5	Laila Noor	Lucknow University	Laila
6	Ranesh Singh	K.G.M.U.	R. Singh
7	Luqman Khan	Era University	Luqman
8	Rishma Hammach	Bhatkhonde Institute	Rishma
9	Anjali Desai	Integral University	Anjali
10	Nishat Parveen	K.G.M.U.	Nishat
11	Astha Gill	B.B.D. University	Astha
12	Samira Shaikh	Era University	Samira
13	Zakariya Khan	K.G.M.U.	Zakariya
14	Asif Shaikh	Bhatkhonde Institute	Asif
15	Samreen Narguz	Integral University	Samreen
16	Fareed Khan	K.G.M.U.	Fareed
17	Virendra Pandey	Integral University	V. Pandey
18	Nahid Parveen	Era University	N. Parveen
19	Azad Khan	Integral University	A. Khan
20	Qulshan Shaikh	Integral University	Qulshan
21	Anupriya Kumari	Era University	Anupriya
22	Alina Shetty	Lucknow University	Alina
23	Fareen Khan	Bhatkhonde Institute	Fareen
24	Rabiya Kausar	K.G.M.U.	Rabiya
25	Zabir Shaikh	K.G.M.U.	Zabir
26	Sabir fatima	Era University	Sabir
27	Susmita Kumari	Integral University	Susmita
28	Neha Mehta	Mahishi Institute	Neha
29	Vikas Kumar	Lucknow University	Vikas
30	Vaibhav Singh	Era University	Vaibhav
31	Arpit Dal	Bhatkhonde Institute	Arpit
32	Alifa Mira	B.B.D. University	Alifa
33	Alfiya Shaikh	Era University	Alfiya



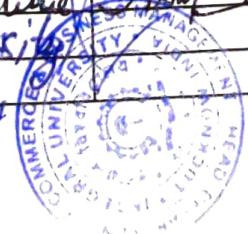
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6	Ranesh Shingh	K.G.M.U.	R. Singh
7	Luqman Khan	Era University	Luqman
8	Rishma Hammach	Bhatkhande Institute	Rishma
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13	Zakariya Khan	K.G.M.U.	Zakariya
14	Asif Shaikh	Bhatkhande Institute	Asif
15	Samreen Nargaz	Integral University	Samreen
16	Fareed Khan	K.G.M.U.	Fareed
17	Virendra Pandey	Integral University	V. Pandey
18	Nahid Parveen	Era University	N. Parveen
19	Azad Khan	Integral University	A. Khan
20	Luqman Shaikh	Integral University	Luqman
21	Anubhaya Kumari	Era University	Anubhaya
22	Alia Shetty	Lucknow University	Alia
23	Fareen Khara	Bhatkhande Institute	Fareen
24	Rabiyah Kausar	K.G.M.U.	Rabiyah
25	Zabir Shaikh	K.G.M.U.	Zabir
26	Sabir Fatima	Era University	Sabir
27	Susmita Kumari	Integral University	Susmita
28	Neha Mehta	Mahishi Institute	Neha
29	Vikas Kumar	Lucknow University	Vikas
30	Vaibhav Singh	Era University	Vaibhav
31	Arpit Dal	Bhatkhande Institute	Arpit
32	Alia Mira	B.B.D. University	Alia
33	Alfiya Shaikh	Era University	Alfiya



**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 20th 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.





FACULTY OF COMMERCE AND MANAGEMENT

Certificate of Participation

Dr./Mr./Ms. Mr. Shahab Ud Din
from Integral University

Participated in Guest Lecture on
“Digital Marketing”

on
20/02/2020

Prof. A.K. Saxena
Dean, FCM

Dr. Syed Shahid Mazhar
COORDINATOR