



**Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2018-19
Guest lecture on Digital Marketing as Career Option**

Event Title: - “Guest Lecture on Digital Marketing as Career Option”

Date: - 15th March 2019

Conduction Duration: 01 Hour

Venue: MBA –I Class Room

Resource Person:

1.Mr Prince Soleman , MADZ Media

2.Mr Shoebh Inmandar , MADZ Media

Coordinator : Prof. Prabodhan Patil

Objective :

1.To brief out students regarding the concept of Digital Marketing.

2.To guide students on career opportunities in Digital Marketing.

Number of Participants: 55

About The Program:

Department of Management Studies had Organized guest lecture on Digital Marketing as a career option for MBA I & II Students . The Guest for the guest lecture were Mr. Prince Soleman & Mr. Shoebh Inmandar from MADZ Media they were felicitated by , Dr Rakesh Patil, Head MBA . The speaker in their speech first explained what digital marketing is and in simple term it is nothing but use of digital technology for carrying out marketing activities. further he told about the various tools available in Digital Marketing Industry such as Content Marketing, blogs, search engine optimization, website designing, web banner ads, and many more. Lastly they

discussed the various career opportunities he said Digital Marketing provides with plethora of career options. Plus, you don't have to mug up crazy formula and definitions that you are never going to use in your life, and its fun. If you love coding, go into web designing and related options; if you can write better than most – content marketing is for you, and so on

Outcome:

- 1. Students came to know about the various facets of International Education*
- 2. Students came to know about the various career opportunities abroad*

Photograph:







