



# **Report on Guest Lecture on Digital Marketing**

**Academic Year 2023-24 –**

**School of Commerce & Management Studies**

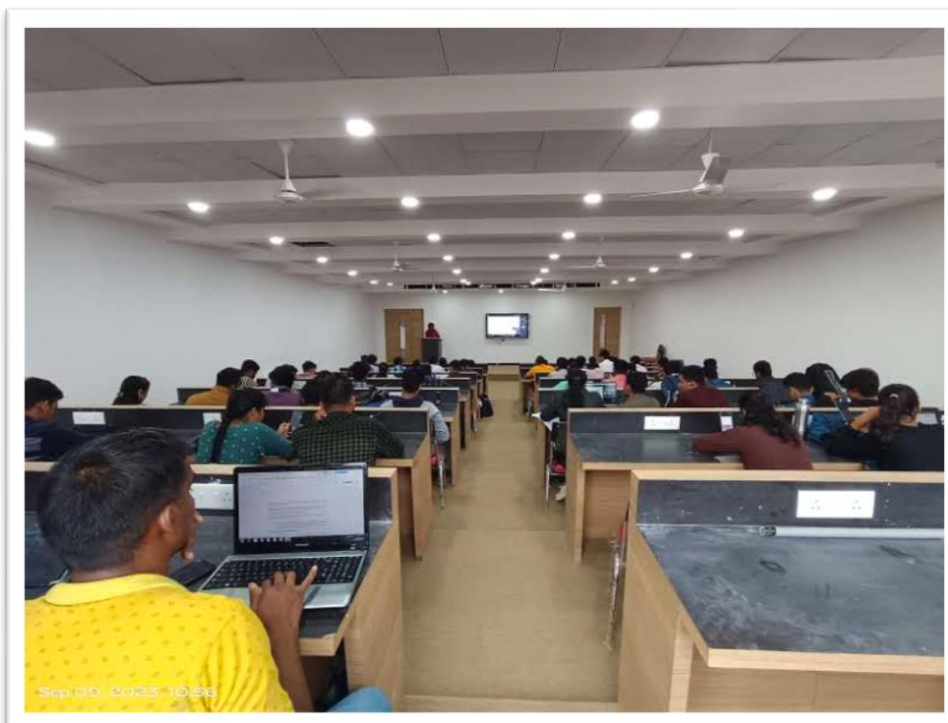
## **Subject: Report on Guest Lecture on Digital Marketing**

- 1. Event Title: Guest Lecture on Digital Marketing**
- 2. Event Date: 09<sup>th</sup> Sept 2023**
- 3. Event Conduction Duration: 10 to 11:30**
- 4. Event Venue [Location]: Digital Classroom - SOCMS**
- 5. Organizer of the Event (Faculty): Dr. Samadhan Bundhe**
- 6. Event Outline, Objective and Outcome of the event:**

The primary objective of organizing the guest lecture on "Digital Marketing" was to provide MBA students with valuable insights and knowledge about the ever-evolving field of digital marketing. The resource person was Mr. Pankaj Bari, Team Leader, Nsleadb2b Global Inc. Pune. The lecture provided students with a comprehensive overview of digital marketing, covering topics such as SEO, social media marketing, email marketing, content marketing, and paid advertising. Students gained a better understanding of how these strategies can be applied to real-world business scenarios.

The event proved to be a resounding success, achieving its objectives and leaving a positive impact on the MBA students.

## 7. Event photos:





**Report Prepared by:**

Dr. Samadhan A. Bundhe