

**DEPARTMENT OF COMPUTER SCIENCE AND SYSTEMS ENGINEERING**

**An Expert Lecture on “Digital Marketing and Opportunities”**

The Department of Computer Science and Systems Engineering organized An Expert Lecture on “**Digital Marketing and Opportunities**” by **Mr. PSV Ravi Kumar**, Senior Content Manager at Stirred Creative Advertising Pvt. Ltd, Bangalore., for IV B.Tech CSSE on 24<sup>th</sup> March, 2018 (Saturday).

Mr. PSV Ravi Kumar has discussed on the basics of Digital Marketing. He discussed on in-depth concepts on developing online strategies, online user behaviour, and principles of web design, social media marketing and online advertising with effective promotions. The few outcomes are listed below:

1. Students shall develop successful written, visual, and digital communication skills essential for a career in digital marketing including social media marketing.
2. Develop a plan for marketing a product in business online.
3. Integrate social media tools with a marketing communications strategy.
4. Students shall apply creativity and knowledge of digital media to develop effective social media posts for a variety of platforms
5. Students shall understand and identify how changing technology impacts the Digital Marketing environment.

Around 70 students from VI CSSE benefits from the session.



*Mr. PSV Ravi Kumar, delivering the lecture*



*Students listening the lecture*