



SREE VIDYANIKETHAN ENGINEERING COLLEGE
Sree Sainath Nagar, A. Rangampet - 517102

Department of Computer Science and Engineering

Organizes

Expert Lecture

on

“DIGITAL MARKETING AND OPPORTUNITIES”

Resource Person

Mr. PSV Ravi kumar

Content Management,
Paypal, India.

Date : 27.07.2020

Time : 12.00PM

Venue: Online Zoom Meeting

Target Group: CSE/IT/CSSE Students of III & IV B.Tech,
Members of all Departments.

P. Srinivas
HOD, CSE

PROFESSOR & HEAD
Dept. of Computer Science & Engineering
SREE VIDYANIKETHAN ENGINEERING COLLEGE
Sree Sainath Nagar, A. Rangampet-
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Department: Computer Science and Engineering Date: 27th July, 2020

EXPERT LECTURE ON DIGITAL MARKETING AND OPPORTUNITIES

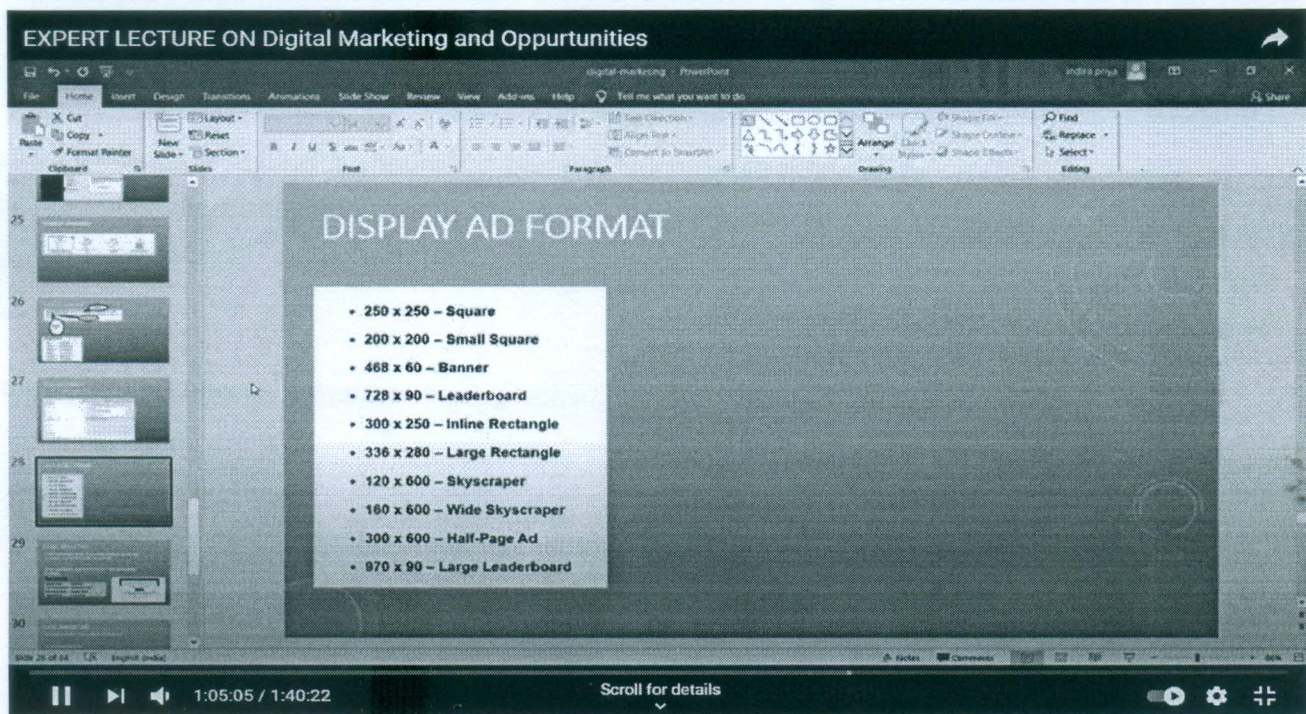
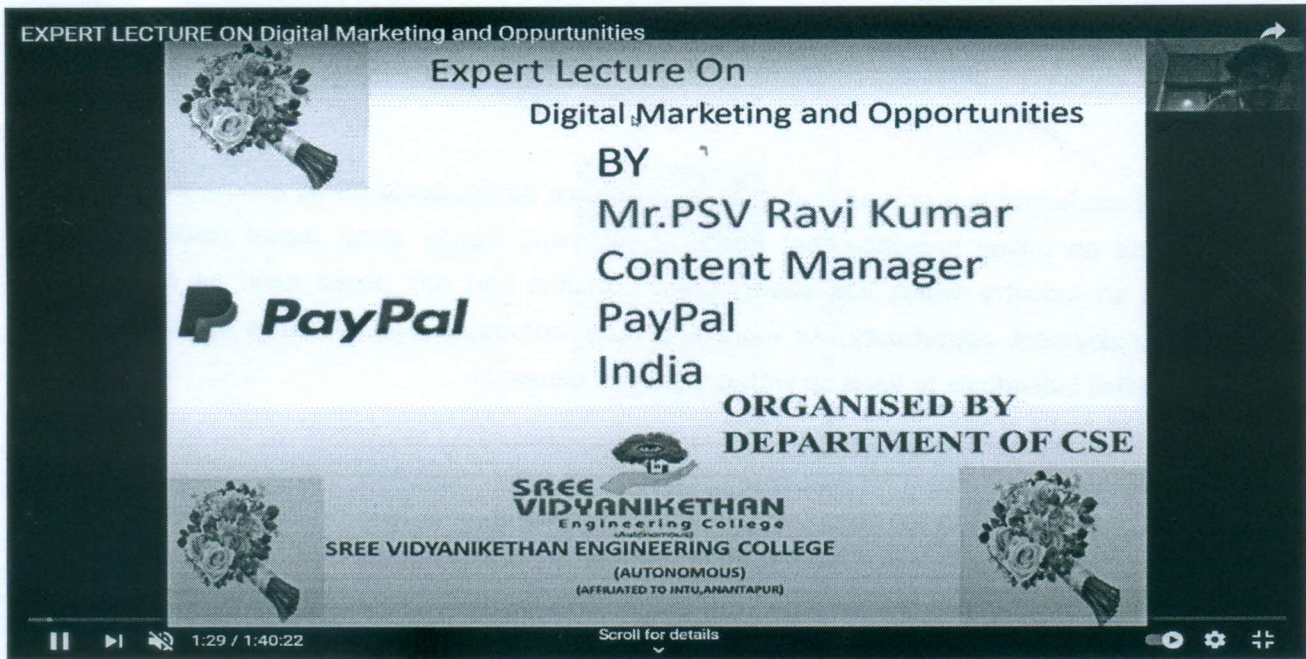
Digital marketing is a ground that got a big advance during Covid-19 as almost every business tried to create an online presence that needs to be made trendy using digital resources. Digital marketing is an industry which has shown great potential and has posed itself as a sector with significant employment opportunity. As more and more communication channels are available, the need for qualified individuals to keep up with the pace of demands.

The rising trend of business digitizing has created a need for professionals, ones which are well-versed with the business and the functioning of digital marketing.

One Day Expert Lecture on "**Digital Marketing and Opportunities**" was Organized by department of CSE in collaboration with PayPal on July 27th, 2020. A total of 150 III & IV B. Tech CSE, IT & CSSE Students attended for the program. The Resource Person of the Expert Lecture is **Mr.PSV Ravi Kumar**, Content Manager, PayPal, India.

Mr.PSV Ravi Kumar discussed on Digital Marketing and its strategies. He has also given various examples of Digital Marketing such as Social Media Marketing Platforms, Influencer Marketing, Email Marketing, Content Marketing, Search Engine Optimization (SEO) Marketing, Pay-per-click (PPC), Affiliate Marketing and Mobile Marketing.

The session was very much interactive. Students gained immense knowledge on Digital Marketing and its various opportunities.



Mr. PSV Ravi kumar, Content Manager, Paypal, India delivering lecture.

Praveen

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