

MIT Arts, Commerce & Science College, Alandi, Pune  
Department of Arts & Commerce  
Academic Year : 2023-24

GUEST LECTURE  
ON  
'DIGITAL MARKETING'

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**Date: 07/10/2023**

Guest Lecture on '**Digital Marketing**' was organized by the Department of Arts and Commerce in association with Placement Cell on 7<sup>th</sup> October 2023 for the TY B.Com and TY B.B.A& IB students. This guest lecture was conducted by speaker Mr. Yuvraj Sharma, HR Manager Ansira, Pune.

**Number of Beneficiaries** : 79 Students

**Objectives:**

**Educational Objective:**

To provide attendees with a comprehensive understanding of digital marketing strategies, tools, and techniques.

To impart knowledge about the significance of digital marketing in the contemporary business landscape.

**Skill Development:**

To help participants develop practical skills in areas such as content creation, social media marketing, SEO, email marketing, and data analytics.

To empower attendees to apply digital marketing concepts to real-world business scenarios.

**Awareness and Engagement:**

To raise awareness about the latest trends and advancements in digital marketing.

To engage the audience through interactive discussions and Q&A sessions, encouraging active participation.

**Lecture Highlights:**

1. Introduction to Digital Marketing:



The lecture commenced with an overview of digital marketing, explaining its evolution and relevance in the digital age. Emphasis was placed on its role in reaching a global audience.

## **2. In-Depth Strategy Discussions:**

Detailed discussions were held on various digital marketing strategies, including content marketing, social media marketing, SEO, email marketing, and paid advertising. The presenter elaborated on the practical implementation of these strategies.

## **3. Interactive Workshops:**

Interactive workshops were conducted, allowing participants to apply digital marketing concepts in real-time. Practical exercises included creating sample social media posts, drafting email marketing campaigns, and conducting basic keyword research.

## **4. Analytics and Measurement:**

A segment was dedicated to understanding digital marketing analytics tools. Participants learned how to interpret data to measure campaign effectiveness, track user behavior, and make data-driven decisions.

## **Outcomes:**

### **Enhanced Knowledge:**

Attendees gained a deep understanding of various digital marketing strategies and their applications.

Participants acquired knowledge about the latest trends and technologies shaping the digital marketing landscape.

### **Improved Skills:**

Practical workshops enhanced participants' skills in content creation, social media management, SEO optimization, and email marketing.

Participants gained hands-on experience using analytics tools to measure campaign performance.

### **Increased Confidence:**

Attendees left the lecture with increased confidence in their ability to plan, execute, and measure digital marketing campaigns effectively.

The lecture provided attendees with the necessary skills and knowledge to pursue digital marketing opportunities in their professional careers.



**Networking and Collaboration:**

The lecture facilitated networking among attendees and encouraged collaboration. Participants had the opportunity to interact with peers and the presenter, fostering a sense of community among digital marketing enthusiasts.

**Inspiration and Motivation:**

The lecture inspired attendees to explore innovative digital marketing techniques and motivated them to stay updated with industry trends.

Participants were encouraged to apply the knowledge gained to their respective businesses or personal projects, fostering innovation and creativity.

**Conclusion:**

The guest lecture on digital marketing successfully achieved its objectives by providing attendees with a comprehensive understanding of digital marketing strategies and empowering them with practical skills. The lecture not only enhanced participants' knowledge but also inspired them to apply digital marketing concepts in their professional endeavors, contributing to their personal and professional growth. The event served as a valuable platform for learning, networking, and collaboration, leaving a lasting impact on all participants.

**Prof. Surekha Gaikwad**  
Co-Ordinator

**Dr. Padmavati Undale**  
H.O.D

**Mr. Deepak Patil**  
Placement Cell (Officer)

**Dr. B.B. Waphare**  
Principal



**Glimpses – Guest Lecture - 'Digital Marketing'**





**Mr.Yuvraj Sharma HR Manager Ansira , Pune**