



**ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**An ISO 9001: 2008 Certified Institution**

**(Approved by AICTE, New Delhi & Affiliated to JNTU, Kakinada)**

**Vijayawada – 520 008**

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

## **Guest Lecture on “Digital Marketing”**

**Title:** Guest Lecture on “Digital Marketing”

**Resource Person:** Mr. Nitin Mishra, Data Scientist and Trainer for Analytics, INNODATATICS (EXCELR), Bangalore.

**Date(s):** 20<sup>th</sup> February, 2019

**Venue:** North Seminar Hall, Old Block, Andhra Loyola Institute of Engineering and Technology, Vijayawada.

**Participants:**

41 Students of I MBA participated in the event.

**Description about the Guest Lecture:**

Mr. Nitin Mishra delivered guest lecture on Digital Marketing on 20<sup>th</sup> February, 2019, covering topics like Search Engine Strategy, Digital Analytics and Online Ad Campaign for the first year students of MBA. Mr. Mishra shared real life situations faced in digital marketing firms by giving case studies to work on. He also illustrated the various ad campaigns done by his firm and how could they measure a response and create an impact online.

**Report Submitted by:** Mr. Rajesh Pasala

**Designation(s):** Assistant Professor

**Department:** Department Master of Business Administration



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#### **Glimpses of the Programme:**

