

## Department of Computer Science and Systems Engineering

### Expert Lecture on ‘Digital Marketing and Opportunities’

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

Mr. PSV Ravi Kumar discussed the basics of Digital Marketing. The expert delivered 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 highlight takeaways are listed below:

1. 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 of business online.
3. Integrate social media tools into a marketing communications strategy.
4. Use creativity and knowledge of digital media to develop effective social media posts for a variety of platforms
5. Understand and identify the impact of Digital Marketing environment



*The students listening to the concepts explained by the expert Mr. PSV Ravi Kumar, Senior Content Manager at Stirred Creative Advertising Pvt. Ltd, Bangalore*