MAHARAJA SURAJMAL INSTITUTE OF TECHNOLOGY

COMPUTER SCIENCE DEPARTMENT

Report

On

TOPIC: Seminar on Digital Marketing

Department of Computer Science & Engineering organized a seminar on "DIGITAL MARKETING" on 18th October, 2016(Tuesday). The chief guest and key speaker of the event was Dr. Kapil Anand, founder of IIPDS (International Institute of Professional and Digital Studies), Corporate Trainer and Business Consultant. Mr. Siddharth Kaul (Team Leader of Janakpuri branch), Mr. Rahul Yadav and Mr. Praveen Gupta (Training Coordinators) graced the occasion by their presence. The seminar started with a brief introduction of Digital Marketing concept by Mr. Praveen Gupta, followed by a motivational and inspiring speech by Dr. Kapil Mathur. He discussed about the digital marketing and provided an insight for the International Institute of Professional and Digital Studies. IIPDS is India's largest independent integrated learning and development house. It provides Training and Skill Development Programs along with opinion and analysis on Digital Marketing. He discussed various modules under IIPDS including Digital Marketing Fundamentals, Website Planning, Blogging, Search Engine Optimization, Google Adwords, Social Media Marketing, E-mail marketing, Web Marketing, Youtube Marketing, Affiliate Marketing, E-commerce marketing and Online Reputation Management. Students were encouraged to utilize technology in a better way. The event ended with an interactive session with students where many students actively participated and asked doubts which were cleared satisfactorily. The seminar was held under the supervision of Dr. Naresh Kumar (Asst. Prof. CSE Dept.) and Mr. Navdeep Bohra (Asst. Prof. CSE Dept.).