

**A Seminar on “Digital Marketing”**

A session was conducted on ‘Digital Marketing’ under the SSIP scheme of the University for the Students of BBA, B.COM and M.Com on 8<sup>th</sup> September 2018. The speaker, Mr. Sehzaad Bodila, who is marketing expert and he has several year of experience in the field. He started session with introduction of digital marketing, and enlighten students with the some important aspects of social medial and digital marketing. He nurtured students with the process and guidelines for digital marketing. He explained differentiation between social media marketing and digital marketing to students. He also inspired students to start their business and earn money through digital marketing. He showed some videos that highlights current trends in digital marketing. The students shown interest and get useful insights and motivation by attend the session.

