

## Digital Marketing Lecture Session by “Marketing Club”

**Event:** Lecture Session on Digital Marketing

**Date:** 25/04/2024

**Venue:** Digital Conference Room, Sarupathar College.

**Coordinator:** Dr. Sanjay Rizal

**Organized by:** Marketing Club, Sarupathar College.



### **Overview**

The Marketing Club at Sarupathar College, under the coordination of Dr. Sanjay Rizal, successfully hosted a lecture session on digital marketing. This session aimed to equip students of B.com 2<sup>nd</sup> semester with essential knowledge and skills pivotal in the rapidly evolving digital marketing landscape.

### **Importance of the Session**

Digital marketing is a crucial component of modern business strategies. This session provided students with an overview of various digital marketing tools and techniques, emphasizing their importance in today's digital-driven market environment. By understanding these principles, students are better prepared to engage with current marketing trends and leverage online platforms effectively.

### **Topics Covered**

The lecture covered a broad range of topics, including:

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Email Marketing
- Content Marketing
- Digital Advertising

These topics were tailored to give students a comprehensive understanding of digital marketing's core components, emphasizing practical knowledge that can be applied in real-world scenarios.

### **Response and Interaction**

The students showed great enthusiasm and participated actively during the session. Their engagement was evident through numerous questions posed to the speaker, reflecting a keen interest in deepening their understanding of digital marketing strategies.

### Future Prospects and Promises

Dr. Sanjay Rizal announced a significant opportunity for the students, upon completion of their final semester examinations, they would be offered a course to obtain Google-certified qualifications in digital marketing. This certification will be instrumental in enhancing their professional profiles and increasing their employability in competitive job markets.

### Conclusion

The digital marketing lecture session was an enlightening experience for the students at Sarupathar College, aligning with the Marketing Club's mission to foster practical knowledge and skills among its members. Dr. Sanjay Rizal's commitment to offering further educational advancements like the Google-certified digital marketing course underscores the institution's dedication to student success in the digital age.

This initiative not only enhances the academic curriculum but also prepares students for successful careers, bridging the gap between academic learning and professional requirements.



**Dr. Sanjay Rizal**  
**Marketing Club Co-ordinator**  
**Sarupathar College**