

DR. AMBEDKAR COLLEGE, DEEKSHA BHOOMI, NAGPUR
DEPARTMENT OF COMMERCE

GUEST LECTURE

Topic: Digital Marketing

Speaker:Dr. Ashutosh Paturkar

Date: 12th April ,2021

NOTICE-

**DR. AMBEDKAR COLLEGE, DEEKSHABHOOMI
NAGPUR**

Department of Commerce

NOTICE

Date: 03/04/2021

All the students of the Department of Commerce are hereby informed that a guest lecture has been organised on the topic **Digital Marketing** at 11am on 12th April,2021 through zoom app.The speaker for the webinar will be **Dr. Ashutosh Paturkar.**

All the students and teachers are informed to remain present positively.

The link for the zoom app is as follows:

<https://zoom.us/j/96385191933?pwd=cFBNNG1xK3FROEdYMTBJME9xZCtHdz09>

Dr. Mrs. Varsha Panbude
Head Of Department

Dr. Mrs.B.A. Mehere
Principal

REPORT

The Department of Commerce organized a guest lecture on the emerging topic "Digital Marketing" at 11 am on 12th April, 2021 through zoom app. Dr.Ashutosh Paturkar was invited as the speaker for the guest lecture. Dr. Mrs.Varsha Panbude , Head of the Department, gave a warm welcome to the guest speaker. The guest lecture was co-ordinated and hosted by Mrs. Shefali S. Chouksey .It started with the brief introduction of the guest by Mrs. Chouksey.

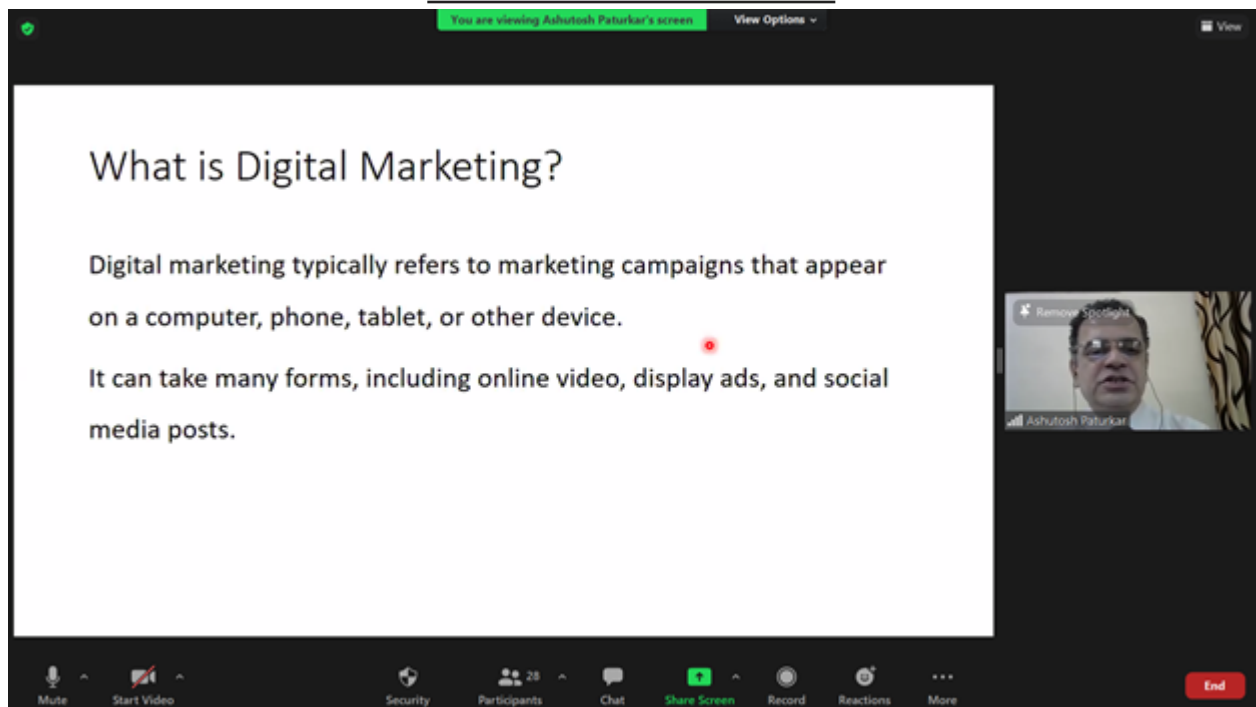
Dr.Ashutosh Paturkar threw light on the significance of Digital Marketing in his introduction speech. He defined the term digital marketing in a very effective manner.He explained that digital marketing is beyond putting messages on Facebook, Instagram and Twitter.Later he explained about the problem marketers face at the time of digital marketing such as failure of link,server issues and connectivity problems etc. He explained the difference between advertising and sale promotion by using different examples such as advertising at the time of important shows such as KBC and IPL is not an effective tool for sale promotion. Sales promotion is related to prompting of immediate purchase by buyers. Later he explained various clutters related to advertising.

He also described all important points through an effective PowerPoint presentation. Further he explained about Database marketing such as how marketers can access vast amounts of computerized information.They can use this database for sending messages and for sale promotion. Later he shared his views on Personal (permission) selling. He explained how marketers can offer additional incentives to get even more permission from consumers over time and leverage those permissions to change consumer behaviour towards profit.He explained consumer behaviour towards the branded goods and how organization can get premium on branded goods.After the explanation of all these important points related to digital marketing he explained that digital marketing is the component of marketing that utilizes Internet based digital technologies to promote products and services. Towards the end he explained about types of media such as earned media,owned media and paid media.

Dr.Ashutosh Paturkar also discussed digital marketing tools such as social media platforms, design tools,analytics tools, content marketing tools and email marketing tools.After that the round of questions and answers were taken in which students were free to ask their queries to the speaker. At last, the vote of thanks was delivered by Mrs. Shefali S. Chouksey and concluding remarks were given by Dr. Varsha Panbude.She expressed special gratitude to Dr.Ashutosh Paturkar Sir for their Effective presentation and lecture on Digital Marketing.

Around 48 students participated in this guest lecture. The session proved to be a great success and positive feedback was received wherein students stated that they were benefited by the skills learned and would like to attend more such sessions in future

Guest Lecture Screenshots



You are viewing Ashutosh Patilkar's screen View Options

What is Marketing

According to the American Marketing Association (AMA) Board of Directors, **Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Remove Spotlight
Ashutosh Patilkar

Mute Stop Video Security Participants 45 Chat Share Screen Record Reactions More End

Talking: Dr Varsha Panbude

Ashutosh Patilkar Dr Varsha Panbude

Mute Stop Video Security Participants 45 Chat Share Screen Record Reactions More End

Zoom Meeting

Ask to Unmute

Arti Kurve Priyanka wargh... Toolika S. Burm...

Sonali mohankar

college daan

Ashutosh Paturkar

MK From Monika kude to Everyone
Good Morning sir & mam

Mute Stop Video Security Participants Chat Share Screen Record Reactions More End

Participants (44)

Find a participant

- college daan (Host, me)
- Ashutosh Paturkar
- Dr Varsha Panbude
- Deepali kapse
- Shyam Khedekar
- Akanksha pramod Khobragade
- Amit
- Anand Sah
- Aniket ghode
- Ankit Gupte
- Arti Kurve
- Diksha subhash khaire
- Divya raju chahande

Invite Mute All

Zoom Meeting

Kanchan Bhoose Arti Kurve Toolika S. Burm... Disha Shrivastava shahpriti8275@...

Surjya@kimsad

Type here to search

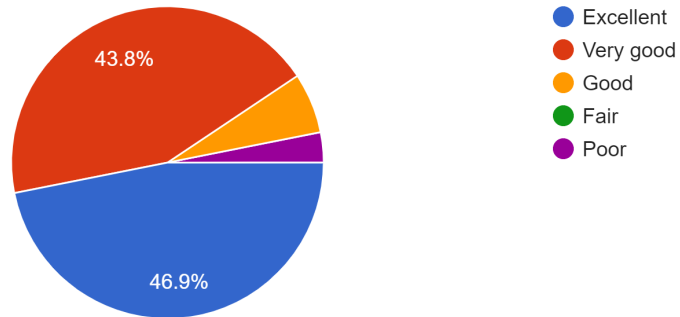
Zoom Cloud... Zoom Meet... Profile of As... rathi - Searc... Word

11:00 AM
4/12/2021

Guest Lecture Feedback Graphs

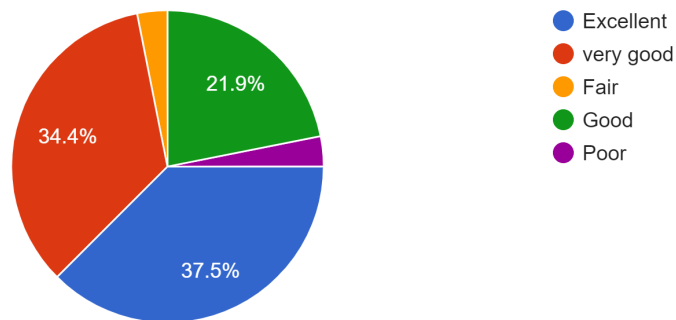
How did you find the content of all session ?

32 responses

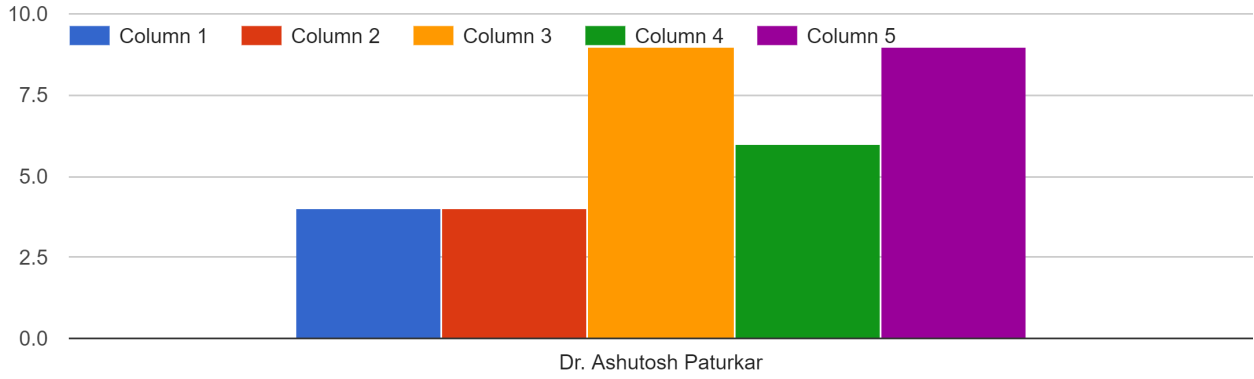


Please rate your overall gain in knowledge of the topics covered in the sessions.

32 responses

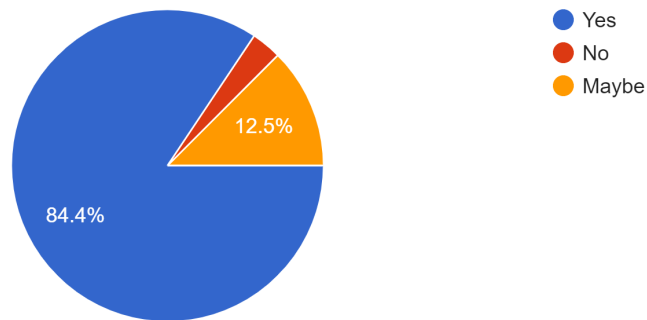


Give rating for the speakers of the webinar. (Note: Choose 1 for lowest rating and 5 for highest rating)



Would you be interested in attending such guest lectures in future?

32 responses



Do you think you have better insights on digital marketing after attending this lecture?

32 responses

