



## ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)  
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

**Name of the Event:** -Digital Marketing Importance

**Resource Person:** - Mr. Amit Tiwari (Marketing Manager)

**Day & Date:** - Thursday, 17<sup>th</sup> October, 2019

**Time:** - 10 AM to 11AM

**Attended by:** - BBA First year students (Normal & 2<sup>nd</sup> Shift)

**Venue:** Class BBA (A Section), JEMTEC, Greater Noida.

The BBA Department of JIMS Management and Technical Campus, Greater Noida organised a Workshop titled “*Digital Marketing Importance*” on Thursday, 17<sup>th</sup> October, 2019. The guest speaker was Mr. Amit Tiwari (Marketing Manager).

Dr. Arun Kumar Singh, HoD, BBA welcomed the guest and felicitated him with a green initiative of JIMS.

Mr. Tiwari started the session with the concept of Marketing. He explained the impact of Digitalization in Indian Market. He also explained Digital Marketing is importance. As more and more consumers are online, digital marketing is an immediate way to reach them. Digital marketing is an easy way for companies to tell their brand’s story and brings companies to life on an online platform.

He discussed the benefits of Online Marketing that the group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable.

Mr. Manpreet Singh, BBA gave vote of thanks and expressed gratitude towards the guest for giving his valuable time to our students. Dr. Rashmi Gupta, Assistant Professor, BBA, coordinated for the event.

The guest lecture was highly informative and interactive for the students and faculty members of BBA Department.





