



# BHARATI VIDYAPEETH'S INSTITUTE OF MANAGEMENT STUDIES & RESEARCH NAVIMUMBAI

## Organizes A Webinar On

### *'Digital Marketing for Business Growth'*

**Date:** 12<sup>th</sup> May 2020

**Time:** 10: 00 a.m. to 12: 00 p.m.

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Patron

**Dr. Vilasrao Kadam**

Director

Bharati Vidyapeeth's Educational Complex, Navi Mumbai

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Chairperson

**Dr. Anjali Kalse**

I/c Director

BVIMSR, Navi Mumbai

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Dear Students,

Warm Greetings from Bharati Vidyapeeth's Institute of Management Studies and Research, Navi Mumbai.

This quarantine has provided a wonderful opportunity for all the students to understand the expectations of the corporate world as also keeping abreast with the latest trends that will impact businesses post COVID-19. There is an immediate need for today's students to enhance their employability skills keeping in mind the evolving face of businesses globally. Interacting with business leaders and acquiring new skills has thus become imperative for the students to face the challenges meaningfully.

### **About BVIMSR:**

BVIMSR has been consistently ranked amongst the top B Schools in Navi Mumbai & Western India. With a world class infrastructure at a serene location BVIMSR provides a holistic environment for all around learning and development.

BVIMSR prides itself on being a student-centric institute. Students here are entrusted with resources and responsibilities early on. They are encouraged to take important administrative and policy decisions that sculpt their future and that of the Institute. This facilitates their all-round development, over and above academic performance. The Students' Council at BVIMSR is the student body responsible and accountable for all activities on the Campus throughout the year.

BVIMSR has developed unique learning initiatives which have come to be the hallmark of the institute. These initiatives are the outcome of three decades of experience in the field of management education. They have been developed with the help of faculty, who are in touch with the industry's current needs and the active participation of the students themselves.

## About The Program

The programme will cover the current trends in Digital Marketing which organizations would leverage to differentiate by adopting a new business model to reach the markets globally. The students stand to immensely benefit as the knowledge of Digital Marketing is a must to excel across all functional areas.

## For Whom:

This webinar is a must for all the management students as it will throw light on contemporary and vital issues of how organizations can leverage Digital marketing for gaining sustainable advantage in the market post Covid-19. This will also enable the students to gauge and plan to encash on the emerging opportunities in Digital Marketing that the corporate world would offer in the current scenario.

## About Trainer:

### Mr. SHUBHAM SAXENA



Shubham has more than 10 years of experience in the field of Digital Marketing. In his career, he has worked with India's leading brands like Accenture, Amazon, IPAC, INC and several others. He is also a consultant to various digital marketing agencies and companies in India as well as abroad. His specialization is into social media marketing and online reputation management for which he has received many awards and accolades in his career. Along with his current role, he is also very passionate about guiding youth towards building their career in digital marketing.

## Webinar Mode:

This webinar will be online through ZOOM app. It is a request to all the participants to download the same on their device and open an account. Link for joining the meeting will be shared on your registered E mail Id.

Institute will accommodate only 95 participants on a first come first serve bases. Excess interested participants will not be accommodated. Feedback and attendance link will be shared to the participants between the Webinar.

To register for this webinar, please click on the below link

<https://forms.gle/rg1ANaT8M6xvefq2A>

## Webinar Coverage

- The hottest digital marketing trends for 2020
- How to get your online business the most attention possible in 2020
- 5 most important skills to dominate digital marketing arena during recession
- 9 most exiting careers in field of digital marketing in India.
- Question-answer session

## Webinar Co-ordinators:

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