

Redefining Marketing in the Digital Era – Emerging Career Options



WEBINAR ON

**REDEFINING
MARKETING IN DIGITAL ERA -
EMERGING CAREER OPTIONS**

Convener: **Prof. N. Gurunatha Naidu**
Director, SVIM

Coordinator: **Ms. Cristina Mary Alexander**

 Digital Platform Zoom App	 Date 20-08-2020 (Thursday)	 Time 11:00 AM - 12:10 PM
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Resource Person

Dr. FALGUNI VASAVADA-OZA

Professor & Chair

Area Leader - Strategic Marketing, MICA

- No Registration Fee
- E-certificate will be issued for every participant

WHO CAN PARTICIPATE

Faculty, Research Scholars,
Students and industry executives



ORGANIZED BY

Master of Business Administration (M.B.A)
Sree Vidyanikethan Institute of Management, Tirupati – 517 102

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Sree Vidyanikethan Institute of Management organized a marketing webinar on 20th Aug 2020 on the topic "Redefining Marketing in the Digital Era – Emerging career options". The webinar received a total of 645 registrations from all over India and a few participants from abroad. Faculties, students, Executives from industry were benefitted from the webinar. The webinar was conducted on the ZOOM and YOUTUBE Platform.

The webinar was coordinated by Smt.Cristina Mary Alexander, Assistant Professor, SVIM, and co-coordinated by Dr.B.Ujwals, Assistant Professor, SVIM, and Dr.K.Vidyasagar, Assistant Professor, SVIM.

The webinar was scheduled from 11:00 am -12:30 pm, Ms.Cristinamary Alexander, Coordinator of the webinar gave her a welcome note, followed by Prof.N.Gurunatha Naidu, Director & Convener of the webinar gave his opening remarks. Speaker Dr.FalguniVasavadaOza, Professor, and Chair, Area Leader-Strategic Marketing, MICA, delivered the session followed by Closing remarks by Prof.N.Gurunatha Naidu, Director & Convener and Vote of Thanks by Dr.B.Ujwala, Assistant Professor, SVIM.

Dr. FalguniVasavada is Professor & Chair, Strategic Marketing Area at MICA. She is a double gold medalist with over two decades of teaching experience in the area of Marketing and Advertising. She started the session by giving insights into the enormous use of social media in the recent past and gave a clear idea about how marketing has changed in the digital age, the way 4ps are adapted in the digital era. She emphasized that emerging career options in the digital era lies in \SEO, Content Development, Trust, and Personal branding, while the basics of marketing remaining the same. She also threw light on how advertising has turned innovative technologically. Dr.Falguni also addressed the questions put forth by the participants.