

**"A Career Path in Digital Marketing-A Complete Practical Approach"**

**Webinar Report**  
**(13 August, 2020)**



**WEBINAR ON**

**A CAREER PATH  
IN DIGITAL MARKETING  
- A COMPLETE PRACTICAL  
APPROACH**

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

Coordinator: **Dr. B. Ujwala**

**Digital Platform**  
Zoom App

**Date**  
13-08-2020  
(Thursday)

**Time**  
10.30 AM - 12.00 PM

*Resource Person*

**Mr. Krishna Chaitanya**

Founder of Digital Titans, Ex-Google,  
Digital Marketing Trainer & Consultant

- No Registration Fee
- E-Certificates will be provided for all the Participants

## WHO CAN PARTICIPATE

Students, Research Scholars, Faculty  
and Industry Executives.



### ORGANIZED BY

Master of Business Administration (M.B.A)  
Sree Vidyanikethan Institute of Management, Tirupati – 517 502

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A webinar on "**A Career Path in Digital Marketing-A Complete Practical Approach**" was organized by the Department of MBA, Sree Vidyanikethan Institute of Management, Sree Sainath Nagar, Tirupati. The program was organized on August 13, 2020. Received 430 registrations from fifteen states of our country and also from five other countries. Students, faculty, research scholars, and industry executives are actively participated and gained knowledge. The webinar was conducted through ZOOM and YouTube live stream platforms.

The webinar was organized and a welcome address given by **Dr.B.Ujwala**, Assistant Professor, Dept. of MBA, SVIM. The opening remarks were provided by **Prof.N.Gurunatha Naidu**, Director of SVIM & Convener of the webinar. **Dr.J.Murthy**, Associate professor, SVIM, and **Smt.Cristina Mary Alexander**, Assistant professor, SVIM were the co-coordinators for the webinar.

**Mr.Krishna Chaithanya**, a digital marketing coach, trainer, and practitioner was the resource person for the webinar focused on career opportunities in Digital Marketing. At present we know that more than half of the population is using the internet. In the coming years, almost 90% of the population will become able to use the internet. This trend speaks of the need for digital marketing and its importance in today's world. The speaker also provided inputs on the different ways to leverage digital marketing and how one's skills and passion turn to earnings. The current COVID-19 pandemic even gives more scope for digital marketing especially the shift in shopping behavior of millions of people leads to an increase in the safety of the customers and profits of the businesses with an online presence. At the end of the session, the participants' questions were answered by the speaker and also enlightened how to initiate their career in Digital Marketing.