

Two days workshop on Digital Marketing

Department of Management Studies organized two days workshop on Digital Marketing as a workshop partner with Echoes IIM-Kozhikode event in association with Makeintern on 17th & 18th Jan. 2020. This event is a part of Biggest B-Plan competition conducting an event (finale) on behalf of Echoes fest (**IIM Kozhikode Event**). ECHOES is the annual event of IIM Kozhikode featured a wide variety of competition from colleges across India and. Over the years ECHOES has become a name synonymous with the biggest events in South India. The event shows the artistic and creative side of best minds of the country.

Purpose of event: Digital Marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. The purpose of this event was to make students aware application of digital technologies in marketing. In addition, to prepare the students to participate Biggest B-Plan competition.

Details of event: Thirty two students from MBA-I & II have participated in the workshop. It covered following topics through hands on session in computer lab. Students have become familiar with various digital marketing activities namely search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and ecommerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.