

## Guest Lecture on Digital Marketing - September 11, 2017

On 11.09.2017, a guest lecture for MBA students on “Digital Marketing: Present and Future” was organised by Dr. Shiv Kumar from the IBS Department. The resource person Mr. Ashish K. Mishra, Head Business Relations, GenX Soft Technologies (P) Ltd. along with his team introduced the students to the applications of Digital Marketing. He also focused on the present and future scenario of Digital Marketing. The students practically experienced some brand promotion exercises during the lecture.

