

Management Development Program on Digital Marketing



Business Administration and Management department of the Institute for Excellence in Higher Education inaugurated a comprehensive five-day Management Development Program (MDP) on Digital Marketing, sponsored by MSME. The inaugural session witnessed esteemed speakers shedding light on diverse facets of digital marketing.

The Director of the college, Dr. Pragyesh Kumar Agarwal commenced proceedings by providing an overview of the course's objectives, emphasizing the importance of digital marketing skills in today's business landscape.

Following this, Christopher Minj, Assistant Director BR MSME DFO REWA, shared valuable insights into the role of MSMEs in leveraging digital platforms to enhance their market presence and competitiveness.



The audience was then enlightened by Narendra Kumar Pankaj, Founder of Seosurfer and Digenious, who delved into digital marketing strategies, emphasizing the significance of search engine optimization, content marketing, and social media engagement in driving online visibility and customer engagement.

Continuing the discourse on digital transformation, Sri Sanjay Daheriya, an expert in Government E-Marketplace initiatives, elucidated on the opportunities and benefits available to businesses through participation in government procurement processes online.

The inaugural session concluded with an interactive Q&A session. The event set a promising tone for the remainder of the MDP, promising attendees an enriching learning experience and practical insights into navigating the dynamic landscape of digital marketing. Approx 150 students were present in this event.