



Vidyavardhaka Sangha[®], Mysore
VIDYAVARDHAKA COLLEGE OF ENGINEERING

Autonomous Institute, affiliated to Visvesvaraya Technological University, Belagavi

(Approved by AICTE, New Delhi & Government of Karnataka)

Accredited by NBA (CV, CS, EE, EC, IS & ME) | NAAC with 'A' Grade

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Department of Business Administration

Organizes a Webinar on

“Role of Digital Marketing in Business”

Date: 05th AUGUST, 2020, Wednesday

Time: 10.30 AM to 12.00 PM

Mode: GOOGLE MEET - <https://meet.google.com/zek-yhyp-uik>
Distinguished Speakers:



Mr. Ajay Kamath

Group Vertical Head-Operations Strategy & Transformation
Theorem, Mysuru.

Theme: New era of Marketing – Post Pandemic



Mr. Sendil Kumar

Director

Regional Institute of Digital Marketing, Mysore

Theme: Opportunities in Digital Marketing

Key Takeaways:

- Profound knowledge of Digital Marketing Domain
- Impact of Digital transformation and opportunities in post pandemic

- No Registration Fee
- E-certificate will be provided upon completion of post feedback

Dr. LAKSHMI P
Associate Professor
Coordinator

Dr. PSV BALAJI RAO
Convener
Professor and Head

Dr. B SADASHIVE GOWDA
Patron
Principal

REGISTRATION LINK:

<https://forms.gle/r3qpS7rGwt3NmvU77>

Participants: Faculty, Research scholars, Entrepreneurs and Students