

J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA FARIDABAD
(Formerly YMCA University of Science and Technology)
NAAC 'A' Grade accredited State University



Department of Management Studies
Report of Expert Lecture by Shri Saumitra Das

The department of Management Studies organized an expert lecture on “Digital marketing and analytics -current & Future trends” on 1st December, 2022 from 2:00 pm to 4:00 pm by Shri Saumitra Das, Professional Consultant, Trainer & Coach (Digital Marketing & Sales) for MBA students. The session was organized by Dean (Faculty of Management Studies) Prof. Ashutosh Nigam and Chairperson-Dr. Rachna Agarwal. The expert lecture was coordinated by Dr. Shruti, Guest Lecture Co-ordinator (Department of Management Studies).

Shri Saumitra Das has more than 28 years of experience in managing global IT business, building and managing global business development team. He has worked in different industries such as Thomson Digital, Oracle, NIIT, HCL Inforsystem, Intelligroup Inc, and Interglobe Technologies.





More than 50 students of MBA attended the sessions. Students welcomed Shri Saumitra Das with great zeal and enthusiasm. The session provided deep insights on current situation related to digital marketing trends and opportunities in India. He discussed various aspects of digital marketing, latest advertisement tools and methods. He also illustrated the latest jargons like search engine optimization, google ads, etc. The expert also took many questions of students related to digital marketing and future scope and career perspective. The session concluded with a vote of thanks by a student.