



BUDDHA INSTITUTE OF MANAGEMENT

Department of Business Administration

ACADEMIC YEAR 2025-26

Industry expert lecture

A guest lecture on the topic “**Digital Marketing**” was organized by Department of Business Administration, Buddha Institute of Management on 17/11/2025 for the students of MBA 1st year and BBA 2nd year at **BIT Seminar Hall, Block 2** from **2:00 PM onwards**.

The session was delivered by **Er. Himanshu Kashyap**, *Senior Project Manager at Digi Coders Technologies Pvt. Ltd.*, who brought valuable industry insights and practical knowledge to the students.

Er. Himanshu Kashyap began the lecture by explaining the growing importance of digital marketing in today’s technology-driven world. He highlighted how businesses across sectors are shifting from traditional marketing methods to digital platforms to reach wider and more targeted audiences. He introduced the major components of digital marketing, including **SEO (Search Engine Optimization)**, **SEM (Search Engine Marketing)**, **Social Media Marketing**, **Content Marketing**, **Email Marketing**, and **Web Analytics**.

Throughout the session, the resource person emphasized the significance of data-driven marketing strategies. He demonstrated how consumer behavior analysis, keyword research, and digital tools can help businesses create effective campaigns. He also shared real-life industry examples and discussed career opportunities in digital marketing, encouraging students to develop relevant skills to stay competitive in the job market.

The lecture was interactive, with students actively participating and asking questions related to online branding, digital tools, and marketing campaign design. Er. Kashyap provided practical suggestions and encouraged students to explore certifications and hands-on projects to strengthen their portfolio.

Key Learnings for Students

- Understanding the fundamentals and scope of digital marketing.
- Awareness of important components like SEO, SEM, SMM, and content marketing.
- Insight into how data analytics influences modern marketing strategies.
- Exposure to real-world industry tools and digital platforms.
- Knowledge about emerging career opportunities in the digital marketing domain.
- Importance of creativity, communication, and analytical skills in crafting successful digital marketing campaigns.

Overall, the session was highly informative and beneficial, providing students with a clear understanding of how digital marketing shapes business success in the modern digital era.

Total Number of attended the session:156

Head of Department

Department Placement Coordinator