MASTER OF BUSINESS ADMINISTRATION

Report on Guest Lecture- Digital Marketing

Event Name	**Report on Guest Lecture- Digital Marketing**
Event type	Industry expert talk
Date /duration	1 day (01-09-2026)
Resources Person	**Mr. Brijesh Kumar, Li-Mat Soft Solutions Private Limited.**
Name of the co-ordinators	Mr.B.Kalyan Kumar, Assistant Professor
Target Audience	MBA II Year students
Total no of students	113
About the event	The Department of MBA organized a guest lecture on *Digital Marketing* delivered by Mr. Brijesh Kumar. The session was interactive, combining theory with real-world case studies, covering SEO, SEM, social media marketing, content creation, and analytics.
Objective of the event	- To provide exposure to digital marketing strategies and tools. - To bridge the gap between academic learning and industry practices. - To inspire students to explore entrepreneurial opportunities in the digital space.
Key Highlights	- Fundamentals of SEO & SEM. - Role of social media in brand building. - Importance of content creation and storytelling. - Use of analytics tools for measuring effectiveness. - Case studies of successful campaigns.
Outcome of the Event	- Enhanced awareness of digital marketing opportunities. - Practical understanding of tools and techniques. - Motivation to apply digital strategies in entrepreneurial ventures. - Improved confidence in leveraging digital platforms.
Feed back	Students found the lecture engaging, informative, and highly relevant to industry needs. They appreciated the practical examples and interactive approach.
Linkage with Sustainable Development Goals (SDGs):	The **Guest Lecture on Digital Marketing** aligns primarily with **SDG 4: Quality Education (Target 4.4)** by providing students with industry-oriented knowledge and digital competencies in areas such as SEO, SEM, social media marketing, content creation, and analytics. The session enhanced students' employability and professional skills by connecting classroom learning with real-world industry practices. The program also contributes to **SDG 8: Decent Work and Economic Growth (Target 8.3)** by fostering entrepreneurship, innovation, and awareness of emerging career opportunities in the digital economy.

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)
Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230
Estd. 1998
ASE,CE,CSE,ECE, EEE, IT & ME Under Tier-I
NAAC CGPA: 3.20/4

Master of Business Administration

CIRCULAR **Date:** 29-09-2026

Dear student,

This is to inform all MBA students that the Department of Master of Business Administration, in association with Esprit club, is organizing a **Guest Lecture** by an industry expert to enrich students' knowledge and provide practical insights into the world of **Digital Marketing**.

Date: 01-09-2026

Venue: MBA Seminar Hall

Time: 09:30 AM onwards

Objectives

- To provide exposure to **digital marketing strategies and tools**.
- To bridge the gap between academic learning and industry practices.
- To inspire students to explore **entrepreneurial opportunities** in the digital space.

Resource Person

Mr. Brijesh Kumar, *Li-Mat Soft Solutions Pvt. Ltd.*

Attendance is compulsory for all MBA II Year students.

Dr K. Deepika
Head of the Department

CC: a) Class Teachers b) Classrooms c) Notice Boards







Dr.K.Deepika
Head of the department