

I MBA II Semester

22MBA128–Digital Marketing

The department of Management Studies is conducting Digital Marketing lab for I MBA Students as a part of academic curriculum.

Essential digital marketing skills taught in the lab are

- **Content marketing:** Creating valuable and engaging content to attract and retain customers.
- **Social media marketing:** Utilizing social media platforms to build community and promote products or services.
- **Email marketing:** Sending targeted email campaigns to nurture leads and drive conversions.
- **Data analysis:** Interpreting website traffic and campaign data to make informed marketing decisions



Digital marketing lab is crucial for MBA students as it provides them with a practical, hands-on environment to learn and apply essential digital marketing skills, which are increasingly vital in today's business landscape, allowing them to gain real-world experience in managing online campaigns, analyzing data, and staying updated with the rapidly evolving digital marketing trends, ultimately enhancing their employability and career prospects