

Event:- Department Achievement, Accomplishment and Milestone

On 01st June, 20204, **Dr.Paramshivayya**, Professor in Management, Tumkur University addressed the students on the topic, “An Ecologically Sustainable Growth Strategy for India”. he said that if we correlate environment with the economic concepts of stock and flow, the planet and its resources form the stock, while policies for its optimum extraction and use can be treated as flow. According to him, the key to sustainable development is to not extract more than what can be regenerated.



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A guest lecture on Marketing Management was conducted on 2nd april 2024 Deartment of BBA, Sharnbasva Unvrrsity Kalaburgi. misconceptions about digital marketing media and changes that have occurred in the business dynamics due to the pandemic, leading the pathway to growing importance of **Digital Marketing – A New Connect to the Customers**.

Dr. Amit Mashamad then went on to talk about the four components of digital marketing:

1. Social Media Marketing
2. Performance Marketing
3. Influence Marketing
4. Content Marketing

He explained in detail the importance of each and the key metrics like lead generation, impression, CTR, Conversion that are used to analyze the effectiveness and reach of digital ads. He also discussed about the difference in approach of domestic and international clients in choosing Digital Marketing Media. The session ended with a Q&A session. student of BBA, proposed the Vote of Thanks.

