

The Department of Bachelor of Business Administration successfully organised a Student Seminar on the topic “Relevance of Digital Marketing in Present Scenario” on 16th September 2025. The event aimed to highlight the growing significance of digital marketing in the modern business landscape.

The seminar commenced with a welcome address by Miss Nidhi Kumari, a student of B.B.A. 3rd Year, also efficiently moderated the entire session.

Dr. Aparajita, Co-ordinator, B.B.A., delivered the inaugural address and emphasised how the process of digitisation has become an integral part of our lives, significantly impacting various aspects of marketing and business strategies.

The faculty members of the Department — Dr. Sohail Ahmed, Mr. Balkarishna, Mr. Pankaj Kumar, and Smt. Seema Kumari — shared their insightful views on the relevance and growing importance of digital marketing in today’s fast-paced and technology-driven world.

The core of the seminar featured student paper presentations, where participants showcased their understanding and perspectives on various key components of digital marketing. The topics included: Search Engine Optimisation (SEO), Content Marketing, Social Media Marketing, E-mail Marketing, Affiliate Marketing, among others. These sessions reflected the students’ in-depth research and enthusiasm for exploring the dynamic field of digital marketing.

The seminar concluded with a formal vote of thanks delivered by Miss Nidhi Kumari, expressing gratitude to the co-ordinator, faculties, participants, and audience for making the event a success.