

Table 2 : Career Guidance and Counseling Activities conducted during the AY 2021-22

Sr	Date	Resource Person	Topic
1	5/07/2021	Mr. Sagar Patil, Program Manager, Nirmaan	Career Opportunities in Non Profit Organization for MBA Students
2	16/07/2021	Mr. Amitesh Ranjan, Regional Sales Manager, MARS International.	Career Opportunities in Digital Marketing for MBA Students
3	21/08/2021	Mrs Rajitha Nair, Statistician & Founder, Rajitha Nair Business Analytics Solutions, Nashik	Research Orientation and Application of Research to Various Fields of Marketing, Finance and HR
4	22/03/2022	Mr. Saurabh Bhosale	How to be the best version of yourself
5	24/03/2022	Mr S R Kulkarni, SRK Consultings,Pune	Industry Expectations from MBA Students
6	24/03/2022	Mr. Ankush Puri, Director, Nuts and Bolts Consulting	Human Excellence for Career Success" conducted by
7	29- 30/03/2022	CA Akash Agarwal,Nashik	2 Days Training Program on "Basics of accounting, finance, share market, and bank"
8	27/06/2022	Rajendra Kore Director,AIMS	How to Search for Brown Diamond Jobs for 10x Career Growth



16th July 2021

The Director
AIMBA,
Sangamner

Dear Sir,

I am delighted to present a report on the Career Opportunities in Digital Marketing for MBA Students at our Management Institute on 16th July 2021. The online guest session was conducted by **Mr. Amitesh Ranjan, Regional Sales Manager, MARS International**. He shared his knowledge and experiences related to digital marketing practices followed in his company. He also explored the career marketing opportunities for the MBA students during his on line session under 'How I did it' category. This report aims to provide an overview of the event, its objectives, activities, and outcome.

He took overview of the digital marketing industry and discussed about the current trends, challenges, opportunities briefly so that students can get an idea about digital marketing world. The point wise summary is as given below:

1. Introduction: Digital marketing has emerged as a critical component of business strategies in today's technology-driven world. As more companies shift their focus to online platforms, the demand for skilled digital marketing professionals continues to grow. This report aims to explore the career opportunities available in digital marketing specifically for MBA students, highlighting the key roles and skills required for success.

2. Overview of Digital Marketing Digital marketing encompasses a range of activities aimed at promoting products, services, and brands through digital channels such as search engines, social media, websites, email, and mobile applications. It involves various strategies, including search engine optimization (SEO), content marketing, social media marketing, pay-per-click (PPC) advertising, email marketing, and data analytics.

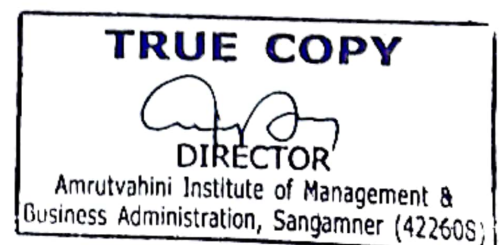
3. Key Career Paths in Digital Marketing for MBA Students

a. Digital Marketing Manager: As a digital marketing manager, MBA graduates can oversee and execute comprehensive digital marketing campaigns, manage marketing budgets, analyze data to optimize strategies, and lead cross-functional teams to achieve marketing objectives.

b. Social Media Manager: In this role, MBA students can focus on developing and implementing social media strategies, managing social media channels, engaging with the audience, monitoring trends, and measuring the impact of social media efforts.

c. Search Engine Optimization (SEO) Specialist: MBA graduates can specialize in SEO and work towards improving organic search rankings, conducting keyword research, optimizing website content, analyzing website performance, and staying updated with search engine algorithm changes.

d. Content Marketing Manager: Content marketing involves creating and distributing valuable and relevant content to attract and engage the target audience. MBA students can take up roles as content marketing managers, responsible for content strategy, creation, distribution, and measuring content performance.



=====

e. Digital Marketing Analyst: MBA graduates can pursue careers as digital marketing analysts, where they analyze data from various digital marketing channels, provide insights and recommendations, monitor marketing performance, and contribute to data-driven decision-making.

f. E-commerce Manager: With the rise of online shopping, e-commerce managers play a crucial role in managing and optimizing online stores, overseeing digital advertising campaigns, improving user experience, and driving online sales.

g. Marketing Consultant: MBA students can also explore opportunities as marketing consultants, offering strategic advice and guidance to businesses on their digital marketing efforts, identifying growth opportunities, and developing tailored marketing strategies.

4. Skills and Qualifications Required

a. Strategic Thinking: MBA students bring a strong strategic mindset to digital marketing roles, enabling them to align marketing efforts with overall business objectives and develop comprehensive marketing plans.

b. Analytical Skills: Proficiency in data analysis and interpretation is crucial in digital marketing. MBA students should be able to analyze campaign performance metrics, customer behavior, and market trends to make data-driven decisions.

c. Communication and Influencing Skills: Effective communication skills are essential for digital marketers to convey their message across various channels and engage with their target audience. Influencing skills come into play when collaborating with cross-functional teams or convincing stakeholders about marketing strategies.

d. Digital Marketing Knowledge: MBA students should have a solid understanding of digital marketing concepts including SEO, content marketing, social media marketing, PPC advertising, email marketing, and web analytics tools.

e. Leadership and Project Management: MBA students possess strong leadership and project management skills, which are valuable in overseeing digital marketing campaigns, coordinating team efforts, and ensuring projects are delivered on time and within budget.

f. Adaptability and Continuous Learning: The digital marketing landscape is constantly evolving. MBA students should be adaptable to new technologies, platforms, and strategies, while continuously updating their knowledge through professional development and staying abreast of industry trends.

5. Industry Trends and Growth Opportunities: The digital marketing industry is experiencing rapid growth, and the demand for skilled professionals is expected to continue rising. MBA students can capitalize on emerging trends.

R.B.G.
Dr. R.B. Gawali
Coordinator-Learning & Development

