



K.L.E. SOCIETY'S
S. NIJALINGAPPA COLLEGE
RAJAJINAGAR, BANGALORE-560-010.
COLLEGE WITH POTENTIAL FOR EXCELLENCE
(Re-Accredited with 'A+' Grade by NAAC)



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The Department of PG Commerce Organized a in class seminar for 3 days by **Rekha MAM** on the 27-7-2023 and 2-8-2023 and 3-8-2023 on the topic of **Digital Marketing**.

Where all the students attended the in class seminar on the 3 days.

1. The First Topic was about **Distribution**.

This Topic was explained by **Maha Vishnu, Rohit, Lokesh**

Where They covered topic on the **Distribution** was about: **Meaning of Distribution,**

Distribution strategies, Online Channel Intermediaries, Meaning of Supply chain

management, Supply chain Strategies, Distribution Channel, Function of Channel

Intermediaries, Distribution Channel Metrics.

2. The Second Topic was about **Marketing Through Public relation**

This Topic was Explained by **Pavithra, Nandini, Pavithra.V**

Where They covered topic on the **Marketing Through Public relation** was about:

Introduction on **Marketing Through Public Relation, Importance of Public Relation,**

Types of Public relations, Sales Promotion, Objectives of Sales Promotion, Types of sales promotion.

3. The Third topic was About **The Concept of Pricing**

This Topic was explained by **Reshma, Sahana, Ayesha**

Where the covered topic on the **The Concept of Pricing** was about: **Meaning, Change in Pricing Strategies, Buying and Seller Perspectives on Pricing, Digital Payment Options, BENEFITS OF Digital Payments, Pricing Strategies.**

4. The Fourth Topic was about **Direct Marketing**

This topic was explained by **Sharath Aradhya and Preethi.M**

Where They Covered topic on the **Direct marketing** was about: **Meaning, How the Direct marketing works, Forms of Digital Marketing, Tools of Direct marketing, Advantages of Direct marketing and Disadvantages of Direct marketing.**

5. The Fifth topic was about the **Promotion**

This topic was explained by the **Meghana, Kavya Shree, Bhavana**

Where They Covered topic on the **Promotion** was about: **Introduction on Promotion, Types of Promotion, Meaning and Definition Integrated Marketing Communication**

(IMC), Benefits of Integrated Marketing Communication, Golden Rules OF IMC, Developing an IMC PLAN.

6. The sixth topic was about the **Internet Advertisement**

This was Explained by the **Abhishek.K. A**

Where They Covered topic on the **Internet advertisement** was about: **Introduction on Internet advertisement and Advantage and Disadvantage of Internet Advertisement.**



