

Report on E-Marketing Workshop

School of Commerce and Management Studies, Jain University organized a workshop on “E-marketing” for IV Semester B.Com students in which 400 students had actively participated.

In the session about E- Marketing by Mr.Ramanujan and Mr. Hemanth Kalmoodkar, the concept of retail marketing stating about the development from the historical period to the present scenario were explained. The retail marketing types and its model and the role of Internet in retail marketing in the present world and how it would develop in the future were also described. The session emphasized on impact of e-marketing on Retail Marketing world and its strategy. Further the intranet and extranet concept was also defined.

In the session, it was focused on how E-Marketing is creating awareness to the consumer and what way it is useful to the ultimate users, E-Marketing strategy for consumer and the research status about the internet market and even the ways of internet promotion and advertising grab the attention of the consumers.

Finally the session was concluded with the details on the best career opportunities in the field of analytics and also a clear view of the current career opportunities along with the suggestion of the relevant courses to achieve so.