



The Institute of Chartered Financial Analysts of India University, Jharkhand

Press Release

Ranchi , Mar 15, 2016

Program on Digital Marketing held at ICFAI University today

A program on Digital Marketing was organized at the Daladali campus of the ICFAI University Jharkhand today ,which was attended by working managers as well as students . The sessions were conducted by experienced professionals from India and overseas.

Addressing the participants, Prof ORS Rao, Vice-Chancellor of the ICFAI University said, “As the prime consumers (in the age group of 25-35 years) are tech-savvy and increasingly use digital tools in their day-to-day life, industry has to deploy Digital Marketing tools to be successful in their business”. “All of us, irrespective of the profession and age, need to learn Digital Marketing, as it helps us to market ourselves and network with other professionals in the field , using digital and social networking platforms like FaceBook, Linkedin etc” . added Prof Rao.

Dr Ramnish Singh, Director, Microsoft conducted a session from the US, using Skype, on Online Analytics and Business Models for Digital Marketing. Dr Sudipta Majumdar took a session on how to use Google and Search Engine Optimisation (SEO) for better business. Dr Mridanish Jha explained how Social Media like FaceBook,Linkedin, YouTube, Twitter etc can be used for successful marketing . Dr Hari Haran conducted a session on how to formulate and implement a Digital Marketing Strategy.

Dr SC Swain,Asst Dean and Co-ordinator of the program said, “ This is the first time that a program on Digital Marketing is conducted in Ranchi. Our university is committed to conduct such programs on Leading-Edge topics so that awareness level is improved among working professionals and students in and around Ranchi”.

Dr BM Singh, Registrar of the University , Prof AS Prasad, Associate Dean, faculty of management studies and other faculty members of the University were present at the inaugural and valedictory sessions.

About the ICFAI University Jharkhand: The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. IUJ . IUJ is committed to grooming its students into Competent Professionals, with Good Personal Values and Ethics.IUJ offers a range of vocation oriented Under Graduate and Post Graduate programmes, which include, MBA, MCom (with Industry Practice) B Tech, BBA & BCA, Diploma in Technology(Polytechnic), &B.Com (Honours). More details on IUJ can be found by visiting its website at www.iujharkhand.edu.in or its Face Book page at www.facebook.com/icfaijharkhand.