



The Institute of Chartered Financial Analysts of India University, Jharkhand

Press Release

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Panel discussion held at ICFAI University on Career Opportunities in Digital Marketing

A Panel discussion was held at the ICFAI University, Jharkhand on “Career Opportunities in Digital Marketing” in Video-Conferencing mode. Panelists were Dr Rishi Dwesar, Associate Professor, IBS Hyderabad, IFHE and Mr. Joydeep Mookerjee, CFO, Vision Rx Lab, a subsidiary of the world famous French Multi-National, Essilor Luxottica Group, Prof O R S Rao, Vice-Chancellor of the University was the moderator.

Welcoming the participants to the participants, Prof O R S Rao, Vice-Chancellor of the University said, “Now, all of us are increasingly living in a Digital World, both personally and professionally. COVID-19 accelerated the trend and which will stay during post COVID also. In order to survive and grow professionally, it is essential that all the students as well as working professionals should acquire digital skills.” “Digital Marketing is creating huge career opportunities in various sectors, which can be tapped only by the people with the requisite digital skills. In view of this, our University incorporated Digital Marketing as a compulsory course in our BBA, B Com, BCA and MBA programs. programs”, added Prof Rao.

Explaining the various aspects of Digital Marketing Landscape, Dr Rishi Dwesar elaborated how agencies like Digital marketing agencies, facilitators (like Google and Hubspot), Publishers (like Face Book and You Tube) and advertising companies are creating a range of job opportunities in areas like content creation, content marketing, campaigning, strategizing, consulting etc.

Highlighting the growth of Digital Marketing spend by the companies, Mr. Joydeep Mookerjee said, “Digital Advertising is set to grow from Rs20,000 crores in 2020 to Rs54,000 crores by 2024. As per the leading job site about 1.46 lakh job openings in digital marketing are available as of date. Social Media marketing and mobile marketing will dominate the job market in the next 2-3 years. Digital Marketing Specialist will be among the top 10 jobs in the next 2 years with 8.60 lakh job openings in the next 2 years”. Referring to the salary levels, Mr Mookerjee said, “Average annual salaries range from Rs3-5 Lakhs for content writers to Rs 6-10 lakhs for Digital Marketing Managers”.

Replying to questions from the participants, Dr Dwesar advised them to choose the type of roles in digital marketing, depending on their educational qualification and aptitude. People with creative skills may select content creation roles whereas people with analytical and IT skills may opt for Search engine Optimization and Search engine Marketing roles. Replying to another query, Mr Mookerjee clarified that women also can take up digital marketing careers as a lot of remote working / desk top jobs are available, which do not need traveling.

Dr Sudipta Majumdar, Associate professor of the University proposed a vote of thanks.

About the ICFAI University Jharkhand: The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. 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.