

Guest Lecture on “Digital Domination: Mastering Marketing in the Digital Age”

Date: 4th May 2024

Time: 11:00 a.m. – 1:00 p.m.

Venue: Mini Auditorium, Ground Floor, University Building, Era University, Lucknow

The Department of Computer Science, Faculty of Science, Era University, Lucknow, successfully organized a Guest Lecture on “Digital Domination: Mastering Marketing in the Digital Age” on 4th May 2024 at the Mini Auditorium, University Building. The event was conducted under the esteemed patronage of Prof. (Dr.) Abbas Ali Mahdi, Hon’ble Vice Chancellor, Era University, and Prof. (Dr.) Farzana Ali Mahdi, Hon’ble Pro Vice Chancellor, Era University. The program was convened by Prof. (Dr.) Santosh Kumar, Head, Department of Computer Science.

The session was coordinated by Ms. Hershika Verma, Assistant Professor, Department of Liberal Education, Era University, whose support contributed significantly to the smooth conduct of the event. The guest lecture was delivered by Ms. Bandana Srivastava, an expert in digital marketing and industry practices. The session highlighted the growing impact of digital marketing strategies in the modern business world and the role of technology-driven platforms in transforming communication between brands and consumers.

The speaker elaborated on important topics such as social media marketing, search engine optimization (SEO), digital branding, content marketing, performance marketing, and data-driven decision-making. She emphasized how creativity combined with analytics and digital tools helps organizations build strong brand identity and customer engagement in the digital era.

The lecture was highly interactive, with students actively participating and asking questions related to career opportunities in digital marketing, emerging trends, and essential technical and communication skills required in the industry. The program was attended by students from the Department of Computer Science and the Department of Liberal Education, whose enthusiastic participation made the session lively and engaging.

As a mark of respect and appreciation, the guest speaker was felicitated by the university dignitaries and presented with a token of gratitude. Certificates of appreciation were also distributed. The program concluded with a Vote of Thanks delivered by the Head of the Department of Computer Science, expressing gratitude to the guest speaker, dignitaries, faculty members, and students for making the event successful. The guest lecture proved to be highly informative and beneficial, broadening students’ understanding of the integration of technology and marketing in the digital age.



