

Workshop on

“Click & Conquer: Digital Marketing Strategies”

Date: November 14, 2025

Place: B 103

School of Management Studies at Karpagam College of Engineering organized a one-day workshop titled “*Click & Conquer: Digital Marketing Strategies*” on 14th November 2025 for MBA Batch 2024–2026. The session was conducted by **Dr. Vibinchandar Selvaraj**, Founder and Chairman of Decodet Technologies, Hyderabad. The objective of the workshop was to provide students with practical exposure to the evolving field of digital marketing, enabling them to understand how digital platforms are reshaping business communication, branding, and consumer engagement. The resource person emphasized the growing importance of digital strategies in competitive market environments and explained how companies are using tools such as SEO, social media marketing, content creation, performance analytics, and AI-driven automation to scale their marketing outcomes.



Throughout the workshop, students were introduced to real-time examples, campaign case studies, and industry best practices that highlighted the transition from traditional marketing approaches to data-driven digital strategies. Dr. Vibinchandar also spoke about emerging trends such as influencer marketing, omni-channel branding, and personalization through analytics. The session was highly interactive, with participants actively engaging in discussions and

clarifying queries related to career opportunities, marketing execution, and strategy planning.

The workshop not only bridged classroom learning with industry applications but also encouraged students to think critically about digital consumer behavior and brand storytelling.

The session concluded with a Q&A segment that allowed students to gain deeper insights into digital marketing as a strategic business function. The workshop successfully achieved its objective of enhancing the students' marketing competencies and aligning their learning with current industry demands. Overall, the event served as an enriching experience that motivated students to explore innovative digital tools and prepare themselves for future roles in marketing, branding, and entrepreneurial ventures.

Coordinator**HoD/SoMS**