



GOVERNMENT COLLEGE (A), ANANTAPUR
Re-Accredited with A Grade by NAAC (3rd Cycle)
CAREER GUIDANCE CELL



Name of the Career Awareness Program:

**ACQUIRING DIGITAL MARKETING SKILLS -
OPPORTUNITIES AFTER DEGREE**

Resource person: Sri Akuleti Sridhar, Proprietor, Akuleti Digital Marketing Agency, Anantapur

Date of the program: 13.8.2021

Venue of the Program: Room No.46

Number of students attended: 52



BRIEF REPORT ON THE PROGRAM:

Sri Akuleti Sreedhar is always at the behest of students needs in Digital Marketing. He is very enthusiastic in sharing his knowledge with the students who are interested in Digital Marketing. In this class of digital marketing, he is explaining the students on the topics of digital marketing. He laid emphasis on SEO, SEM and SEO. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) Search Engine Optimization (SEO) is key to all levels of digital marketing and anyone going into the field must have a basic handle on it. Following faculty have attended the program and taken class.

WHY IS DIGITAL MARKETING AND E-COMMERCE SO SUCCESSFUL?

-commerce has grabbed instant attention because of the following reasons:

More choices than retail shops

Hassle-free product delivery to the users
24/7 hours of customer support
Wider customer reach
Wider expansion of markets with minimum investments.

Opportunities in E-commerce

Followings are some of the job options available for E-commerce graduates:

Online/Display Advertising Executive

Social Media Executive

Copywriter SEO Executive

PPC Executive

Affiliates Executive

Executive – E-Commerce

Content Writer – E-Commerce

Conclusion

The Indian e-commerce industry is supposed to outrun the US e-commerce industry to be the second-largest market in the world by 2034. Besides increasing revenue and easing our lives, e-commerce is expected to boost the employment scenario of the country by creating nearly 1.45 million jobs by 2021.

Hon.Principal Dr. D. Nagalinga Reddy, Sri R. Sreeramulu, Dr. U Prabhakar Reddy, Lt. Dr. G. Ranganatham, Smt.B. Prabhavathi, Dr. M Mallikarjuna, Dr K Sridar, Smt.D. Kavitha, Sri A. Bhanu Prakash Reddy, Sri E. Rajanna, Sri Bala Obulesu, Smt. V. Chandrakala, and students have attended the program.

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The Convenor
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Govt. College (A), Ananthapuramu