

## Guest Lecture on Digital marketing and Growth Hacking.

10<sup>th</sup> January, 2023

Due to rise in the usage of Mobile phones and other gadgets, there is high rise in people depending on various digital platforms. **Digital marketing is among the top ten most in-demand skills that employers are looking for.** There is a rising need for marketing professionals with the right hard skills to fulfill specific digital marketing roles. Keeping this in mind, Green Heaven Institute of Management and Research(GHIMR), Nagpur had organized a guest lecture on the topic “**Digital Marketing and Growth Hacking**” speaker for the session was Mr. Govind Chandak, Business head, GrowthAcad, During the session he explained about the trends and buzz words in the digital world today. Also stressed upon various opportunities and job roles, the students can aim for, by making their career in Digital Marketing. The session was coordinated by Dr. Mubina Saifee and other faculty members, under the able guidance of Dr. Anil Sharma, Director of GHIMR.

