A Guest Lecture was conducted on **“Digital Marketing & Web Analytics”** by a renowned personality – Mr. Deepak Dubey, Chief Marketing Officer (CMO) of Amar Ujala publications on 04th October, 2017. Mr. Dubey has the distinction of being among the Top 100 Digital Marketers in India & has more than 20 years of experience in Digital Marketing, Sales, Product & Brand Management of companies.

 The session focused on the growing importance of Digital Marketing & also business as well as leadership skills of the budding managers. With a number of anecdotes, students understood the roles and inter-relationship of each business function and learn how to apply knowledge of Digital Marketing, Web Analytics, business fundamentals and market place to enhance the profitability and performances of the organisations.

All students of VIVA IMR across all specializations actively participated in the session. The awe-inspiring speech left the students spellbound as they tuned in with rapt attention to his valuable guidance.