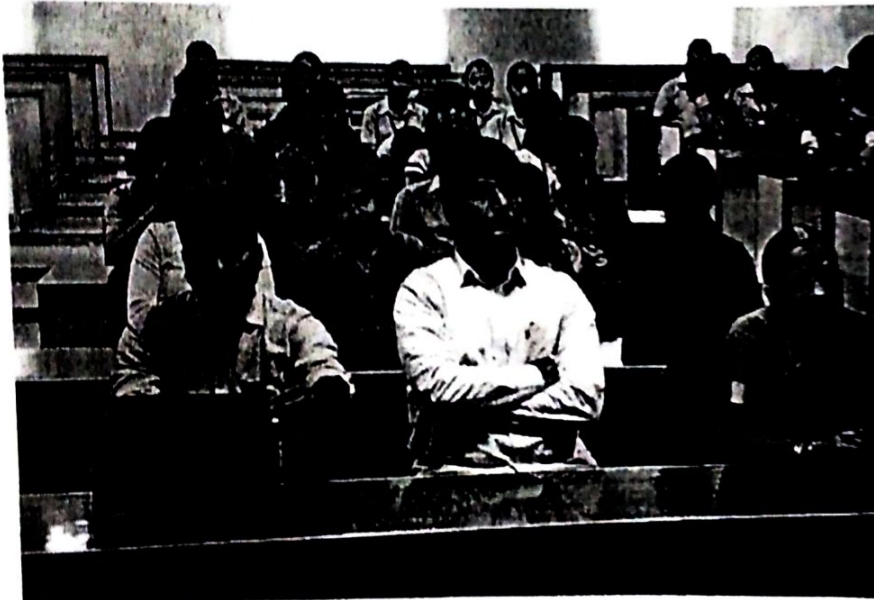


**K.S.INSTITUTE OF TECHNOLOGY, BENGALURU-109**  
**DEPARTMENT OF TELECOMMUNICATION ENGINEERING**  
**2019-2020(ODD)**

**TALK ON "DIGITAL MARKETING, DATA ANALYTICS AND IOT"**

The Department of Telecommunication Engineering had conducted a talk on digital marketing, data analytics and IOT on 27th of September 2019.

The talk was presented by Mr. BHARATH GOWDA and Mr. RAHUL KUMAR alumni, 2017 batch.

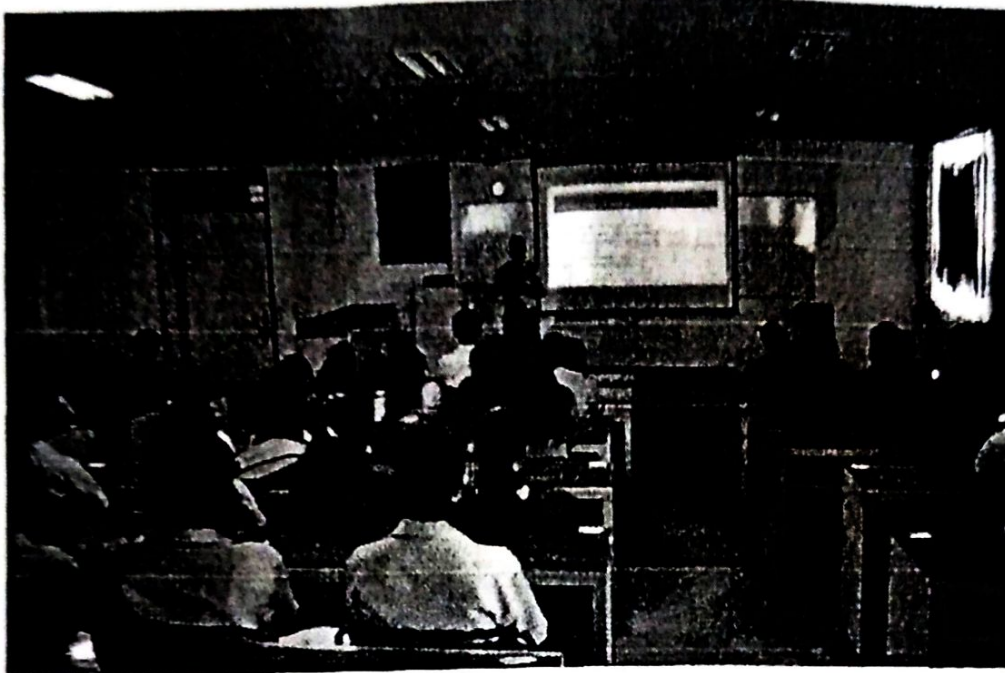


## **Contents of the talk**

### **Digital marketing**

- \* Why marketing?
- \* What is marketing?
- \* Advantages and disadvantages of marketing
- \* What is traditional marketing?
- \* What is digital marketing?

- \* How to earn from digital marketing?
- \* Advantages and disadvantages of digital marketing
- \* Career in digital marketing
- \* Average salary



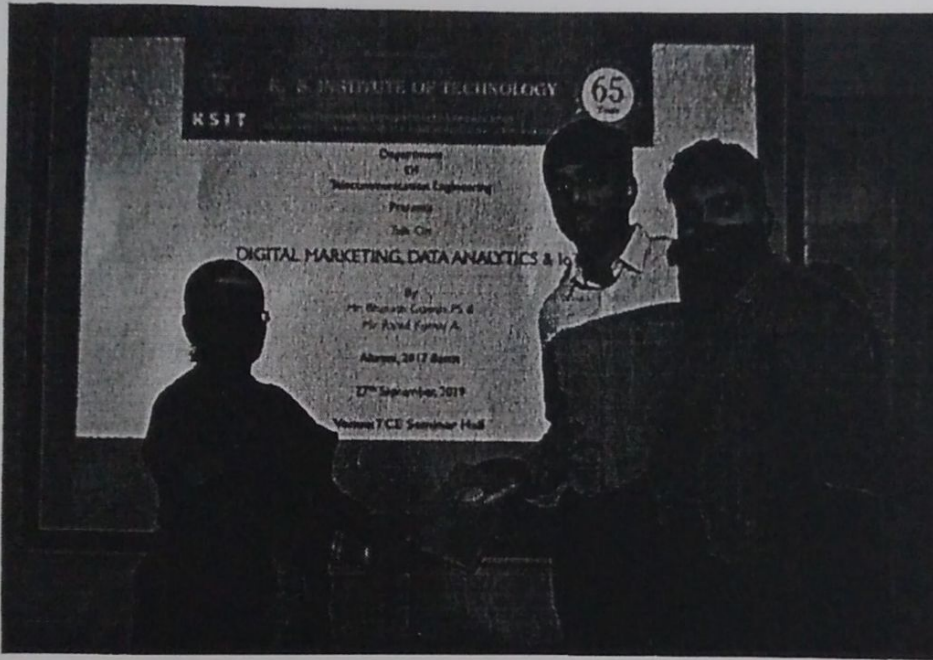
## **Data analytics**

- \* What is data?
- \* What is analytics?
- \* Information about
  - Internal data
  - E-commerce
  - Real state pricing
  - Personal data and employee data
- \* Predictive and perceptive analysis
- \* Skills to become a data analyst
- \* Job opportunities and average salary of a data analyst.



# IOT

- \* What is IOT?
- \* Link between digital marketing, data analysis and IOT
- \* Tools used
- \* Skills required
- \* Career growth




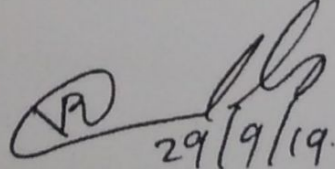
## Outcome :

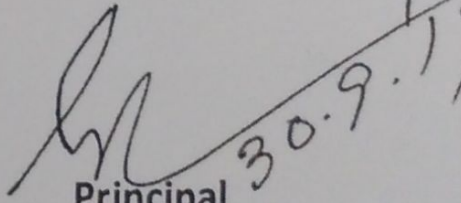
This talk changed the perspective of how we analyze the things around us. It was helpful to discover the paths for part time job.

## PO mapping:

This talk maps to **PO12 :Life Long Learning**. It was a career guidance talk which recognize the need for independent growth & ability to adapt for various technological changes in IT industry

  
Staff coordinator

  
29/9/19.  
Head of the department  
HEAD OF THE DEPARTMENT  
Dept. of Telecommunication Engg  
K. S. Institute of Technology  
Bengaluru - 560 109

  
30.9.19  
Principal