



Academic
Staff College

**One Day Faculty Development Program
on
“Emerging Trends in Digital Marketing”**

The Academic Staff College has conducted a One Day Faculty Development Program on **“Emerging Trends in Digital Marketing” on 14-12-2022. (Wednesday).** The Resource person for this FDP is Dr. R. Pradeep Patnaik, Deputy HoD, BBA, KLEF.

Date : 14.12.2022 (Wednesday)

Time : 10.00 a.m. to 04.00 p.m.

Venue : at the 414,

In this FDP The Faculty members were informed about the Current and emerging trends in the area of digital Marketing. The resource person spoke about the upcoming and futuristic digital channels used by a business or company to market or promote products and services to consumers. The resource person discussed about some modern digital marketing platforms, tools, various websites, mobile devices, social media, search engines..etc. The session also dealt with the numerous benefits of marketing a business online and how they enhance the possibility of reaching the right audience online.

The session dealt with how digital marketing trends and strategies are constantly evolving, and how a new digital marketing trend will emerge while this session is in progress. The basic secret of success in digital marketing is being/staying/starting ahead of time. If time travel were possible, every marketer would jump ahead to the next year to see what's next in digital marketing. Because we are still in the age of predictions, we must settle for a forecast of what is to come and build a case for what digital marketing will look like in 2023/24. The

resource person took the participants on a ride into the future to see the top digital marketing trends for the years to come.



Personalized messaging is quickly becoming the way to go, and it is the next digital marketing trend to keep an eye on. It not only increases interest in the product or/and brand, but it also aids in the development of stronger and more personal relationships with your customers. You can keep your customers by expressing your gratitude, such as by sending an email wishing them a happy birthday or a thank you email for joining your email list.



The Faculty Development Program on Emerging Trends in Digital Marketing was well-received by participants. Some notable outcomes include:

- Improved knowledge and awareness of the latest digital marketing trends and tools.
- Increased confidence among faculty members in teaching digital marketing courses.
- Enhanced ability to incorporate real-world examples and case studies into their teaching.
- Greater enthusiasm for research and exploration of digital marketing topics.
- The creation of a network of faculty members interested in ongoing collaboration and knowledge exchange.

The Faculty Development Program on Emerging Trends in Digital Marketing played a pivotal role in equipping faculty members with the latest knowledge and skills needed to stay relevant in the field of digital marketing. By nurturing continuous learning and updating, such programs contribute to the overall quality of education and research in this rapidly evolving domain. It is recommended that similar programs continue to be conducted to ensure faculty members remain at the forefront of digital marketing education and practice.

Principal ASC