



Faculty Development Programme on Digital Marketing

Topic	: Digital Marketing; An Overview
Date	: 2-07-2021 to 3-07-2021
Number of participants	: 25
Resource Person	: Mr. Arnab Chakrabarty, Co-Founder of Plan D Media

Mr. Arnab Chakrabaarty has 12 years of experience in the digital media and branding domain. Consulted global and leading Indian brands on creating consumer experiences using technology but rooted in stories and insights. Specialized in driving incremental online sales & revenue via strategy, branding, merchandising, pricing, promotions, content syndication and Search marketing. Expert in dealing with global multicultural teams. Proven track record of exceeding traffic & lead generation goals by 300%. Handled an annual online media spend of \$700,000. Core strength includes strategizing online & offline advertising and demand generation campaigns for both B2B & B2C clients

The workshop was organized by the center for innovation and entrepreneurship, Center for governance and sustainable societies and center EDtech and SkillTech. This is a case study of Centurion University of technology and management, the session started at 2pm on 2-07-2021 through online mode, the session was addressed by Prof. KVD prakash, Dean HRD, the session was then handed over to Mr. Arnab Chakraborty, Co- Founder Plan D media. He started the session with a small discussion about Digital Transformation, what kind of digital transformation is needed, Many of the challenges in the digital transformation were introduced such as;

- Lack of organizational readiness in terms of time and skills
- Impact of deeply-entrenched cultural barriers
- Limited business-wide understanding of the operational hurdles associated with digital change

Many of these challenges can be effectively addressed by improving the planning-to-execution processes of digital transformation strategies

- Examine patterns of digital disruption
- Map various digital technologies to transformational initiatives in different functions
- Explore digital technologies and frameworks and focus on relevant opportunities
- Identify gaps and opportunities for digital innovation and transformation
- Move from a product-centric to a journey-centric approach

List Of Participants

Name of the FDP	Digital Marketing
Resource Person	Mr. Arnab Chakraborty, Plan D Media
Starting Date	02.07.2021
Ending Date	03.07.2021
Total Participants	25
1	Babu Shankar
2	Ananya Mishra
3	Dr. Sangram Keshari Swain
4	Anshu
5	Sankarapu Kameswar Rao
6	Tapas Bantha
7	PRADEEP KUMAR SAHOO
8	Umakanta Nayak
9	Limbraj Pholane
10	NIMAY CHANDRA GIRI
11	Akkamahadevi Naik
12	Dr. Madhusmita Choudhury
13	Suchismita Nayak
14	Kalee Prasanna Pattanayak
15	Ashok Kumar
16	Prajna Pani
17	Gagan Kumar
18	LALUPRASAD PARIDA
19	Sisir Ranjan Dash
20	Dr.Girija Nandini
21	Pramod Kumar Patjoshi
22	sandeep jena
23	Nalla Durga Prasad
24	Sunil Kumar Madimala
25	shubhangi katare



**Centurion
UNIVERSITY**
Empowering Education



DIGITAL MARKETING- AN OVERVIEW & TRANSFORMATION

A Case Study of CUTM



Resource Person:
Mr. Arnab Chakraborty
Co-founder of Plan D Media

brought to you by

CENTER FOR INNOVATION AND ENTREPRENEURSHIP
CENTER FOR GOVERNANCE AND SUSTAINABLE SOCIETIES
CENTER FOR EDUTECH AND SKILLSTECH

2nd & 3rd July 2021
2:00 PM

Please Register at:
<https://forms.gle/kkP3YsW4dd3SeuTP6>



Dr. Prasanta Ku. Mohanty
Dean Academic

Prof. KVD Prakash
Dean - IIE & HRD