

## **Faculty of Science & Technology**

### **Report on Seminar Conducted on Cyber Security & Digital Marketing**

**Date:** April 16, 2026

**Title:** Seminar on Industry of Cyber Security & Digital Marketing

**Venue:** IUHP, Auditorium

**Organized by:** Department of Computer Science, Faculty of Science & Technology, IUHP

**Target Audience:** 2nd/3rd Year Students of BCA, MCA & B. Tech. CSE

#### **Introduction:**

A seminar on Cyber Security & Digital Marketing was organized on April 16, 2026 with the aim of enhancing students' understanding of online security and modern marketing strategies. The seminar was attended by 100 students and faculty members from the Department of Computer Science, Faculty of Science & Technology, IUHP.

#### **Objective of the Seminar:**

- To introduce the fundamentals of Cyber Security.
- To explain the importance of data protection and ethical hacking.
- To develop awareness of digital marketing strategies.
- To motivate students to explore career opportunities in both domains.

#### **Speaker Profile:**

The seminar was conducted by Mr. Shrijan Shukla, Managing Director at Inphora Ltd Company. The speaker has extensive experience in Cyber Security Services and has mentored several student projects related to Generative AI.

#### **Key Highlights:**

- Introduction to Cyber Security: Threats, vulnerabilities, and protection techniques.
- Ethical Hacking Basics: Understanding system security and prevention methods.
- Digital Marketing Fundamentals: SEO, social media, and content marketing.
- Data Protection & Privacy: Importance of securing user data in digital platforms.

- Tools Demonstration: Security tools and marketing analytics platforms.
- Case Studies: Real-world cyber attacks and successful digital campaigns.

### **Student Participation:**

Students actively participated throughout the seminar and showed interest in both cyber security and marketing fields. They actively engaged during the interactive sessions by asking insightful questions related to real-world security threats, ethical hacking practices, and modern marketing strategies.

### **Conclusion:**

The seminar proved to be highly informative and impactful, successfully broadening students' understanding of cyber security and digital marketing. It provided valuable insights into the importance of securing digital assets in today's technology-driven world while also highlighting the growing significance of digital marketing in business growth.

### **Acknowledgement:**

We extend our heartfelt gratitude to Mr. Shrijan shukla, the organizing team, and the faculty members for their support and guidance. Special thanks to the Department of Computer Science & Engineering for coordinating the event successfully.

