M P BIRLA INSTITUTE OF MANAGEMENT

Associate Bharatiya Vidya Bhavan,
#43, Race Course Road, Bangalore- 560001

AN INTERNAL QUALITY ASSURANCE CELL (IQAC) INITIATIVE
&
IN ASSOCIATION WITH MARKETING CLUB

MARKETING MAVERICKS



K.P.VISHNU

TOPIC:

DIGITAL CUSTOMER LIFETIME VALUE AND IMPACT ON SALES

DATE: 23/07/2026

TIME: 02:00 pm

PLACE: SESSION HALL 5

FACULTY COORDINATORS

DR. B A KARPAGAM | DR. SUMITHRA SREENATH




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GPS Map Camera
Bengaluru,Karnataka,India
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Lat 12.984181, Long 77.586978
Wednesday, 22/07/2026 03:58 PM GMT+05:30
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