



# TECNIA INSTITUTE OF ADVANCED STUDIES

**NAAC ACCREDITED GRADE "A" INSTITUTE**

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<b>Event</b>	<b>: Seminar</b>
<b>Date</b>	<b>: 09<sup>th</sup> October, 2018</b>
<b>Time</b>	<b>: 12:30 PM – 01:30 PM</b>
<b>Venue</b>	<b>: MBA Class Room, 4<sup>th</sup> Floor, PG Building, TIAS</b>
<b>Students</b>	<b>: MBA</b>
<b>Faculty In-charge</b>	<b>: Dr. Nivedita Head - Training &amp; Placement Cell</b>
<b>Topic</b>	<b>: Digital Marketing</b>

## **About the Company:** Times Professional Learning- Times of India

Times Professional Learning is an initiative from The Times of India Group seeking to extend "excellence in delivery" in the education sector, in order to unlock the massive potential of the youth of India.

## **About the Speaker:** Mr. Kunal Jha – Trainer, Times Professional Learning

Kunal Jha is having 8 years of rich industrial experience; He has been into the field of Retail Operation and has worked with the brands like Tata Croma, Vanheusen, LP. Nike. He has worked for the position of Store Manager as well as area manager. He is having an expertise on all the modules of Digital Marketing, and almost 4 years of training experience.

## **Objectives:**

- To make students understand the nuances & opportunities of Digital Marketing.
- To provide knowledge of latest advancements in the field of Digital Marketing to help them prepare for final placement.
- To make students understand the challenges of Digital marketing.
- To increase the confidence of the students.

## **Report:**

A Seminar was organized for MBA students on October 09<sup>th</sup>, 2018 on the Digital Marketing” by TIAS to make the students understand the nuances & opportunities of Digital Marketing. The speaker Mr. Kunal Jha, informed the students that the landscape of digital marketing is continuing to grow at a rapid pace. Marketers are faced with new challenges and opportunities within this digital age. Students were made to understand various modules of Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks etc. A brief about the challenges and effectiveness and latest development in the field of Digital Marketing was also discussed. The workshop was supervised by the Training & Placement Cell. The seminar was well received by the students.

## **Learning outcome:**

- Students’ knowledge about the digital marketing and its application was enhanced.
- Students’ awareness about its growing demand in the marketing technique was raised.
- Students’ confidence in performing the deliberations on real life problems was increased.
- Students’ knowledge about the latest advancements in the field of digital marketing was increased.



**Student Involved in the Seminar**



**Mr. Kunal Jha, Times Professional, discussing about Digital Marketing**