



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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Event	: Seminar
Date	: 06th March, 2019
TIME	: 11:30 AM – 12:30 PM
Venue	: Class Room, 4th Floor, PG Building, TIAS
Students	: MBA
Resource Person	: Mr. Mukesh Kumar – Trainer, Drasti Institute
Convener	: Dr. Nivedita Head - Training & Placement Cell
Co-convener	: Ms. Shilpa Bhandari – Faculty MBA
Topic	: Basics of Digital Marketing

ABOUT THE SPEAKER: Mr. Mukesh Kumar – Trainer, Drasti Institute

Heavy experience of more than 5 years as Corporate Digital Marketing Trainer and expert of Digital Marketing

OBJECTIVES:

- To make students understand the concept of Digital Marketing
- To make students informed about the concepts such as social listening, social cloisters, permission marketing, inbound and outbound marketing, buzz marketing.
- To make students perceive how the internet has transformed the way brands engage with consumers, and appreciate the new rules and perspectives.
- To make students learn the fundamentals and vital concepts of advertising and communication.

REPORT:

A Seminar was organized for MBA students on March 06th, 2018 on basics of 'Digiital Marketing' by TIAS, so as to make the students understand latest trends in Digital Marketing. The speaker Mr. Mukesh demonstrated the students about Digital marketing and Search Engine Optimization. He discussed about Organic and Paid Results. He told the students about the drawbacks of traditional marketing and made them understand the benefits of digital marketing. He gave an insight into Google services like Google Ad Sense, Google Analytics Google Console. He discussed about website development using Word Press. He informed the students that how Google is analysing and assisting in Affiliate marketing and Remarketing. He also briefed the students about blogging and Pay Per Click. He discussed at length about the growing demand of digital marketing. The seminar was supervised by the Training & Placement Cell. The seminar was well received by the students. At the end of the session feedback was collected by the students on various parameters. The students were given questionnaire to understand their level of competency enhancement.

LEARNING OUTCOME:

- Student's 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 in terms of latest updation in the field of digital marketing was increased.



Mr. Mukesh Kumar, DRASTI Institute, discussing about Basics of Digital Marketing