



TECNIA INSTITUTE OF ADVANCED STUDIES

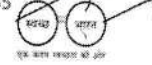
NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University, Recognized under Sec 2(f) of UGC ACT-1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Tel: 91-11-27555121-24, Fax No: 91-11-27555120,

E-Mail: directortias@tecnia.in; Website: www.tiaspg.tecnia.in



| | |
|-------------------------|---|
| Event: | Seminar |
| Date: | 06th March, 2018 |
| TIME: | 11:30 AM – 12:30 PM |
| Venue: | MBA, 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 with consumers, and appreciate the new rules and perspectives.
- To make students learn the fundamentals and vital concepts of advertising and communication.

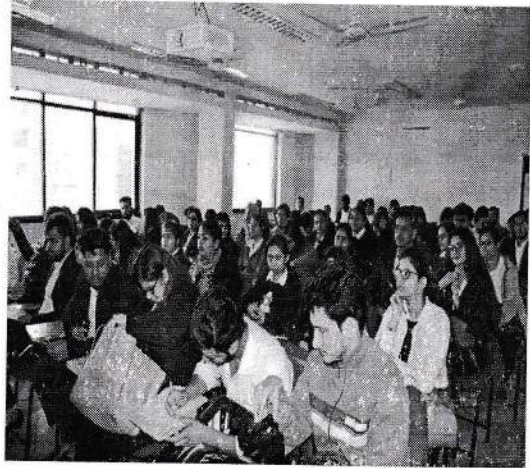
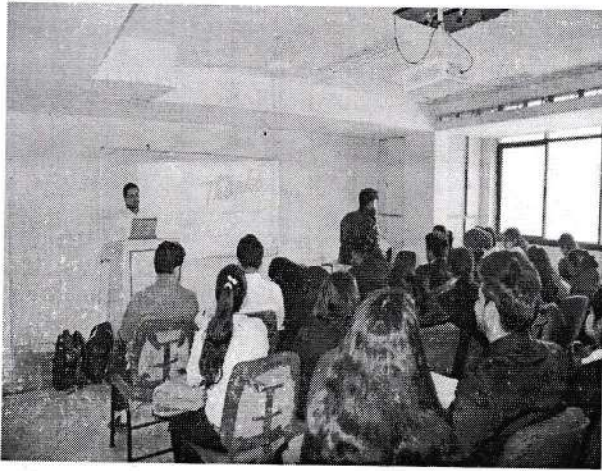
REPORT:

A Seminar was organized for MBA students on March 06th, 2018 on basics of 'Digital 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 and 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.

(Signature)

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

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TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE 'A' INSTITUTE
TRAINING AND PLACEMENT CELL

Event: SEMINAR ON DIGITAL MARKETING

| Date :06.03.2019 | | Time: 11.30AM to 12.30PM | | Course:MBA | | Course : MBA II Sem | |
|------------------|---------------------------------------|--------------------------|-----------------------------|---------------|-----------|---------------------|--|
| S. No. | Enrolment No. | Student Name | Shift | Mobile Number | Signature | | |
| 1. | 03517003918 | Mansi Gupta | Ist (A) | 9654911589 | Mansi | | |
| 2. | 35117003918 | Aishwarya | I st (B) | 9971720688 | Az | | |
| 3. | 35621503918 40821303918 | Paarul | II nd . | 9643928924 | Paarul | | |
| 4. | 05517003918 | Sheetal | B | 9717425110 | f | | |
| 5. | 04021303918 | utkarsh Nagwani | II | 9533720080 | utkarsh | | |
| 6. | 00221303918 | Aditi Jain | II nd A | 7503252363 | Aditi | | |
| 7. | 03620313918 | Shubham Pathak | II nd - A | 9599012270 | Shubham | | |
| 8. | 03021303918 | Sandeep tanwar | II nd A | 9711029757 | Sandeep | | |
| 9. | 01817003918 | Deepali Kataria | Ist | 9560842289 | Deepali | | |
| 10. | 05117003918 | Sanclut | Ist | 9910975573 | S | | |
| 11. | 01117003918 | Arijimudalia | Ist | 9643590832 | Arij | | |
| 12. | 00617003918 | Aman Mishra | Ist | 9990056646 | Aman | | |
| 13. | 01217003918 | Deepak Pandey | I st - A | 9999761650 | DPK | | |
| 14. | 04617003918 | Ruchika Sharma | Ist - A | 7291940136 | Ruchika | | |
| 15. | 02017003918 | Deepmala Chauhan | I st - A | 8178723116 | Deepmala | | |
| 16. | 05817003918 | Shivani Khanchwal | I st - A | 9811724517 | Shivani | | |
| 17. | 44121303918 | Archana Grewal | 2 nd shift - B | 9718107758 | Archana | | |
| 18. | 01220303918 | Deepmala Raghav | 2 nd shift - A | 7836832864 | Raghav | | |
| 19. | 06417003918 | Sumam | Shift - I-B | 9213579157 | Sumam | | |
| 20. | 40617003918 | Shivani Anora | 1 st Shift - B | 9910793396 | Shivani | | |
| 21. | 06817003918 | Vasudha Sharma | 1 st shift - B | 8285843896 | Vasudha | | |
| 22. | 55221303918 | Pratibha Singhal | 2 nd shift - B | 8130664393 | Pratibha | | |
| 23. | 03317003918 | Madhur Yadav | I st shift - A | 9811219812 | Madhu | | |
| 24. | 00217003918 | Akansa Bani | I st Shift - A | 8130885170 | Akansa | | |
| 25. | 02817003918 | Simani Shakti Sharma | I st - shift - A | 8802271950 | Simani | | |
| 26. | 03417003918 | Mahima Choudhary | I st - A | 9582588192 | Mahima | | |
| 27. | 05917003918 | Shubham Bhatnagar | Ist - A | 9999108475 | Shubham | | |
| 28. | 03917003918 | FRANJILI CHAUHAN | I st - A | 9315530157 | Pranjili | | |
| 29. | 04017003918 | PUJA SHAH | I st - A | 9643835206 | Puja | | |
| 30. | 02917003918 | Kajal Jindal | I st - A | 9871929329 | Kajal | | |
| 31. | 01917003918 | Deepika Mishra | I st shift - A | 7065291430 | Deepika | | |

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Course:MBA

Course : MBA II Sem

| S. No. | Enrolment No. | Student Name | Shift | Mobile Number | Signature |
|---------------|---------------------|------------------------|------------------------------------|---------------|-----------|
| 32 | 05417003918 | Saumeja Verma | 1 st shift(A) | 9650804554 | Saumeja |
| 33 | 05017003918 | Sakshi | 1 st shift(A) | 9034527555 | Sakshi |
| 34 | 02717003918 | Harshal Dewar | 1 st shift(A) | 7531880944 | Harshal |
| 35. | 04717003918 | Rutali Dubey | 1 st shift(A) | 9911509222 | Rutali |
| 36 | 05317003918 | Sarban Wadhwa | 1 st shift(A) | 8130872156 | Sarban |
| 37 | 05217003918 | Sandhya K Rai | 1 st shift A | 9968874783 | Sandhya |
| 38. | 02617003918 | Gagandeep Singh | 1st shift(A) | 9717702922 | Gagan |
| 39. | 03321303918 | Shivam Verma | 2 nd shift(A) | 9560224568 | Shivam |
| 40. | 02521303918 | Priyanka Gogia | 2 nd shift(A) | 9582418975 | Priyanka |
| 41 | 01321303918 | Gaxima Auluck | 2 nd shift(A) | 886080215 | Gaxima |
| 42 | 00921303918 | Bhavana Kumari | 2 nd shift(A) | 8920581059 | Bhava |
| 43 | 07317003918 | Zubi | 1 st shift(B) | 9871913217 | Zubi |
| 44 | 04006007 | Somya Gupta | 1st shift(B) | | |
| 44 | 42421303918 | Avradeep Ganguly | 2 nd shift(B) | 8860543584 | Avra |
| 45 | 42217003918 | Somya Gupta | 1 st shift(B) | 8130621725 | Somya |
| 46 | 43521303918 | Anshika Beeth | 2 nd shift | 9810466946 | Anshika |
| 47. | 42821303918 | Gaxima Grover | 2 nd shift | 9871726829 | Gaxima |
| 48 | 43221303918 | MOH. SUMAIR | 2 nd shift | 9560767978 | Moham |
| 49 | 41321303918 | Neeraj | 2 nd shift(A) | 9991198244 | Neeraj |
| 50 | 45321303918 | Anjali Yadav | 2 nd shift(B) | 7042472021 | Anjali |
| 51 | 41817003918 | Aashna Harwadh | 1 st shift(B) | 7982919803 | Aashna |
| 52 | 55117003918 | Anirudh Sharma | 1 st shift(B) | 9899887643 | Anirudh |
| 53 | 01917003918 | Manik Tyagi | 2 nd shift(A) | 9582934636 | Manik |
| 54 | 03717003918 | Navneet Kaur | 1 st shift(A) | 8527008352 | Navneet |
| 55 | 40117003918 | Rupen Gogoi | 1 st shift(B) | 9999468698 | Rupen |
| 56 | 01517003918 | Bhavana Gupta | 1 st shift(A) | 9650282201 | Bhavana |
| 57 | 01417003918 | Sham Mishra | 1 st shift(A) | 9999224544 | Sham |
| 58 | 00417003918 | Achitosh patrak | 1 st shift(A) | 967823319 | Achitosh |
| 59. | 43121303918 | AMANI RANA | 2 nd shift(B) | 8628877226 | Amani |
| 60 | 45121303918 | Vaibhav Aggarwal | 2 nd shift(B) | 8447544891 | Vaibhav |
| 61 | 43621303918 | Abhishek Dubey | 2 nd shift(B) | 987594519 | Abhishek |
| 62 | 02621303918 | Utkarsh | 2 nd shift(B) | 9095022 | Utkarsh |

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Time: 11.30AM to 12.30PM

Course: MBA

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| S. No. | Enrolment No. | Student Name | Shift | Mobile Number | Signature |
|--------|---------------|----------------|------------------|---------------|-----------|
| 63 | 00821303918 | Ashu | 2nd | 9711606056 | Ashu |
| 64 | 35817003918 | Abhay | 1st | 9899095752 | Abhy |
| 65 | 35617003918 | sonali | 1st | 8527867978 | sonali |
| 66 | 44321303918 | vaibhav Manglu | 2nd | 7840014377 | vaibhly |
| 67 | 41217003918 | varun | 1st | 9582981318 | Varun |
| 68 | 06117003918 | shubham. | 1st | 8447016904 | shubham. |
| 69 | 06617003918 | vaibhav Bansal | 1st | 8447485928 | vaibhav |
| 70 | 35217003918 | Himanshu Jha | 1st | 9625062856 | Himanshu |
| 71 | 40121303918 | Simran | 2nd | 9643824991 | Simran |
| 72 | 06717003918 | VANSHIKA BATHA | 1st | 8527611942 | Vanshika |
| 73 | 06517003918 | TANUSHKEE | 1st | 9654386195 | Tanushke |
| 74 | 40917003918 | SAKSHAM | 1st | 8882226609 | Saksham |
| 75 | 42417003918 | NITESH | 1st | 8447474270 | Nitish |
| 76 | 35517003918 | Vishal Goyal | 1st | 9971874757 | Vishal |
| 77 | 42121303918 | Raksha Daxa | II nd | 9210489826 | Rakha |
| 78 | 40616603917 | Pragya Wahi | 1st | 8826744151 | Pragya |
| 79 | 00917003918 | Apaar Ganbhir | 1st | 9871271300 | Apaar |
| 80 | 04117003918 | Pulkit Gupta | 1st | 96548903304 | Pulkit |
| 81 | 41617003918 | Vikash | 1st | 9896758676 | Vikash |
| 82 | 00317003918 | Akhi | 1st | 8107743074 | Akhi |
| 83 | 04317003918 | Rishabh Pathak | 1st | 81300150186 | Rishabh |
| 84 | 04917003918 | Shiv Singla | 1st | 9910861479 | Shiv |

TECNIA INSTITUTE OF ADVANCED STUDIES

From the office of: Training and Placement Cell

Ref. No. Notesheet/OC/2018/222

NOTE SHEET

Date: 05.03.2019

Subject: Regarding Seminar on Digital Marketing by DRASTI Institute on 06.03.2019 for MBA 1st year Students.

In order to make students aware about the latest trends in Digital Marketing, a Seminar on the topic "Basics of Digital Marketing under the ambit of capability enhancement and development schemes is being proposed to be scheduled on Wednesday, 06.03.19 for MBA students.

Objectives:

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

Event: Seminar

Topic: Basics of Digital Marketing

Date & Time: 06.03.2019 at 11:30AM-12:30PM

Duration: 1 hour

Resource Person: Mr. Mukesh Kumar - Trainer

Requirements:

1. LCD Projector, Screen
2. Laptop
3. MBA Classroom, 4th Floor, PG Building, TIAS
4. Refreshment for 2 Persons (Rs. 200)

Requested to approve

Encl: Speakers Profile

Prepared By
Priyanka
PRIYANKA SETHI
5/3/19

Verified By
Dr. Nivedita
Dr. Nivedita
5/3/19

Acad. cell
[Signature]
5/3/19

[Signature]
Dr. Anil Bhat
5/3/19

Checked By

[Signature]
Shikha Bhandari

[Signature]
5/3/19
(Dr. Anil)

For Information: Chief Executive (A&D), TIAS, DIR TIAS