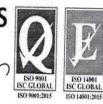


## TECNIA INSTITUTE OF ADVANCED STUDIES

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	:	05 <sup>th</sup> October, 2018
Time		9:00 AM - 11:00 AM
Venue	:	BBA Class Room, 1 <sup>st</sup> Floor, PG Building, TIAS
Students	:	BBA
Convener	- • • <sup>17</sup>	Dr. Nivedita Head - Training & Placement Cell
Speaker	· •••	Ms. Prachi Bansal
Торіс	:	Digital Marketing

#### ABOUT THE SPEAKER: Ms. Prachi Bansal- Freelancer

An Ex-Googler & a passionate marketer with 8.5 years of hands on experience in digital marketing, offline media, team handling, driving: go-to-market product strategies, product management, business partnerships, user acquisition strategies, global business analysis, stakeholder management and team mentorship, Branding, Messaging & Positioning, Financial Analysis, Business Leadership and Training.

Thrived in increasingly complex client-facing product roles with consistent high-performance.

#### **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 BBA students on October 05<sup>th</sup>, 2018 on the Digital Marketing." by TIAS, so as to make the students understand the nuances & opportunities of Digital Marketing. The speaker Ms. Prachi Bansal, informed the students that the digital marketing landscape is continued 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 as search engine optimization (SEO), search engine marketing (SEM), such 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. At the end of the session feedback was collected by the students on various parameters.

#### 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
- Student's confidence in performing the deliberations on real life problems was increased
- Student's knowledge in terms of latest updation in the field of digital marketing was increased.

# INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Attendance Sheet for Seminar on Digital Marketing By Prachi Bansal-Freeleancer Second BBA Final Year (Batch 2016-19]) Date: 05-10-2018, Time: 09:00 pm, Venue: BBA 1<sup>st</sup> Floor, PG Building, TIAS

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### Attendance Sheet for Seminar on Digital Marketing By Prachi Bansal-Freeleancer

## BBA Final Year (Batch 2016-19[) Date: 05-10-2018, Time: 09:00 pm, Venue: BBA 1st Floor, PG Building, TIAS

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