



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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Event	:	Seminar
Date	:	05th October, 2018
Time	:	9:00 AM – 11:00 AM
Venue	:	BBA Class Room, 1st Floor, PG Building, TIAS
Students	:	BBA
Convener	:	Dr. Nivedita Head - Training & Placement Cell
Speaker	:	Ms. Prachi Bansal
Topic	:	Digital Marketing

ABOUT THE SPEAKER: Ms. Prachi Bansal- Freelancer

An Ex-Gogler & 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 05th, 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 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. 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.





Attendance Sheet for Seminar on Digital Marketing By Prachi Bansal-Freelancer

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

S. No.	STUDENT NAME	ENROLMENT NO.	MOBILE NO.	SIGNATURE
1.	Mayank Mohan(A)	02917001717	9871235081	Mayank
2.	Narban Sawhney(A)	02317001717	8285 266 596	Narban
3.	Kapish Gang	40517001717	9916862299	Kapish
4.	Sakshi Saini(A)	05017001717	9311113037	Sakshi
5.	Udbhav Singh	06317001717	7895558977	Udbhav
6.	Snehal Mishra(B)	06117001717	7982622910	Snehal
7.	Shivam Sachdeva(A)	05517001717	7838464129	Shivam
8.	Gaurav Singhal(A)	01817001717	9953605477	Gaurav
9.	Akhay Gupta(A)	0017001717	9717897813	Akhay
10.	Ankit Goel (B)	41217001717	7210603384	Ankit
11.	Ankit Jain (A)	01017001717	8130748422	Ankit Jain
12.	Saksham Chiraya (A)	04817001717	9643990384	Saksham
13.	SAHAR SAINI (A)	04417001717	9667228552	Sahar Saini
14.	VANSHI GOWTA(B)	06517001717	9910361785	Vanshi
15.	Vanshika Yadav	06717001717	9953954081	Vanshika
16.	Shanli Kausar	42917001717	8826347154	Shanli
17.	Krati Sharma	35517001717	7011866199	Krati
18.	Shrey Goner	05717001717	807679602	Shrey
19.	Bhaskar Pandey	40617001717	8800849187	Bhaskar
20.	Banubh Solanki	05317001717	8920044571	Banubh
21.	Harpreet Singh	02017001717	9958389133	Harpreet
22.	Jaspreet Singh	02417001717	8447304854	Jaspreet Singh
23.	Sajid Khan	05621301717	8860105515	Sajid Khan
24.	Gurleen Kaur	01917001717	9811565585	Gurleen

