



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

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Event:	Seminar
Date:	09th October, 2018
TIME:	12:30 PM – 01:30 PM
Venue:	MBA Class Room, 4th Floor, PG Building, TIAS
Students:	MCA
Convener:	Dr. Nivedita Head - Training & Placement Cell
Topic:	Digital Marketing

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 had 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

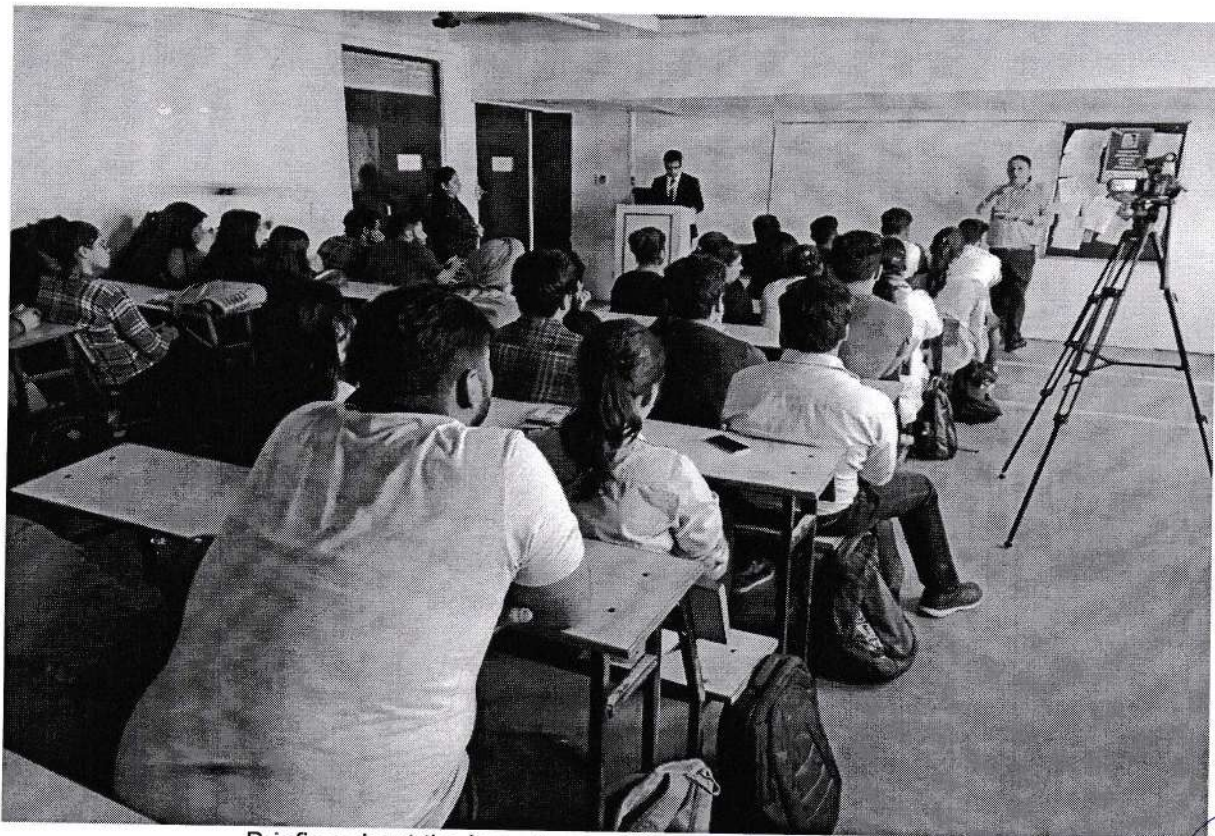
REPORT:

A Seminar was organized for MCA students on October 09th, 2018 on the Digital Marketing." by TIAS, so as to make the students understand the nuances & opportunities of Digital Marketing under the ambit of Capability Enhancement Scheme. The speaker Mr. Kunal Jha, 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 students feedback was taken on various parameters.

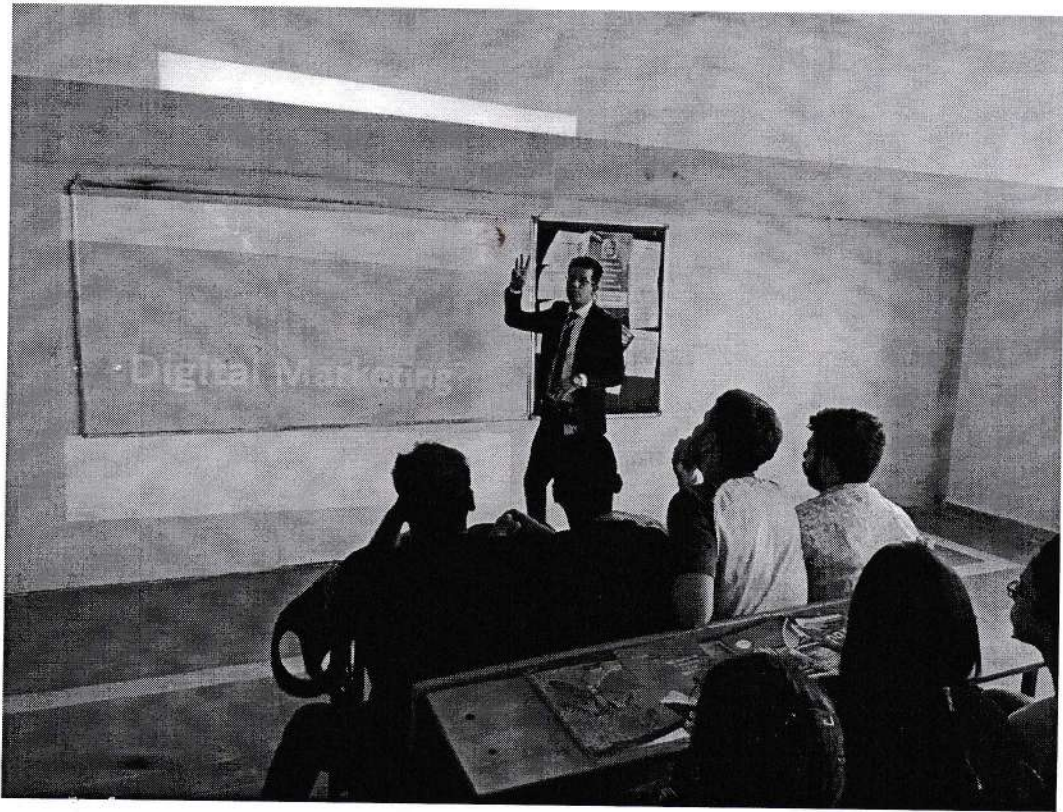
LEARNING OUTCOME:

- 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.



Briefing about the importance of the session by the Speaker

PS



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

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TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE 'A' INSTITUTE
Training and Placement Cell
NOTICE

Date: 08.10.2018

Attention MCA Final Year Students

In order to make students aware about the latest trends in Digital Marketing, a Seminar on Digital Marketing is scheduled on Tuesday, 09.10.18 for MCA final year students.

The details of the Seminar are as follows:

- Topic:** Digital Marketing
- Date & Time:** 09.10.2018 at 12:30 PM to 13:30 PM
- Venue:** MBA Classroom, 4th Floor, PG Building, TIAS
- Duration:** 1 hour
- Trainer:** Mr. Kunal Jha

Note: Be in Formals

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8/10/18

Jr. Nivedita
Head - Training and Placement

2: Director, IQAC, Academic Coordinator, HOD MCA, FPC MCA, Tecnia TV, Head IT, Notice Boards

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From the office of: Training and Placement

NOTE SHEET

Ref. No. Notesheet/OC/2018/198

Date: 05.10.2018

Subject: Regarding Seminar on Digital Marketing by Times Group - on 09.10.2018 for MBA 1st Year & MCA Final Year Students.

In order to make students aware about the latest trends in Digital Marketing, a Seminar on Digital Marketing is being proposed to be scheduled on Tuesday, 09.10.18 for MBA students.

Objectives:

- To make students understand about digital marketing as a strong tool of marketing.
- To make students understand the importance, advantages and opportunities of Digital Marketing.

Topic: Digital Marketing

Date & Time: 09.10.2018 at 12:30 PM to 13:30 PM

Duration: 1 hour

Trainer: Mr. Kunal Jha

Requirements:

1. LCD Projector, Screen
2. Laptop
3. Multipurpose Hall, PG Building, TIAS
4. Refreshment for 2 Persons (Rs. 200)

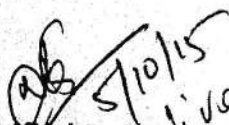
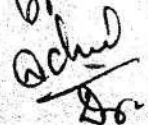
Requested to approve


Encl: Speakers Profile


Prepared By



 5/10/18

Checked By

Verified By

 Dr. Nivedita

 Dr. Nivedita


 Dr. Nivedita
 5/10/18


 Dr. Nivedita
 HOD-MCA 05/10/18


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