



# 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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<b>Event</b>	:	<b>Seminar</b>
<b>Date</b>	:	<b>09<sup>th</sup> October, 2018</b>
<b>Time</b>	:	<b>12:30 PM – 01:30 PM</b>
<b>Venue</b>	:	<b>MBA Class Room, 4<sup>th</sup> Floor, PG Building, TIAS</b>
<b>Students</b>	:	<b>MBA</b>
<b>Convener</b>	:	<b>Dr. Nivedita Head - Training &amp; Placement Cell</b>
<b>Speaker</b>	:	<b>Mr. Kunal Jha, Trainer Times Pro</b>
<b>Topic</b>	:	<b>Digital Marketing</b>

## **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

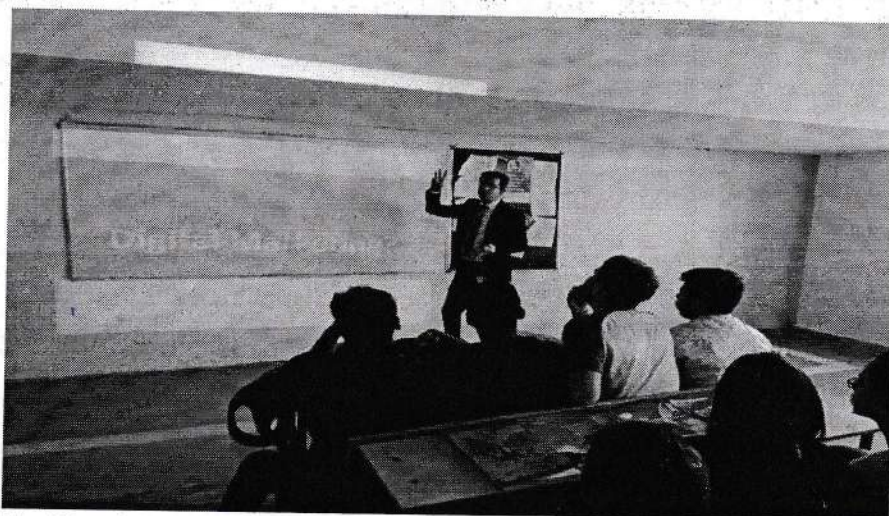
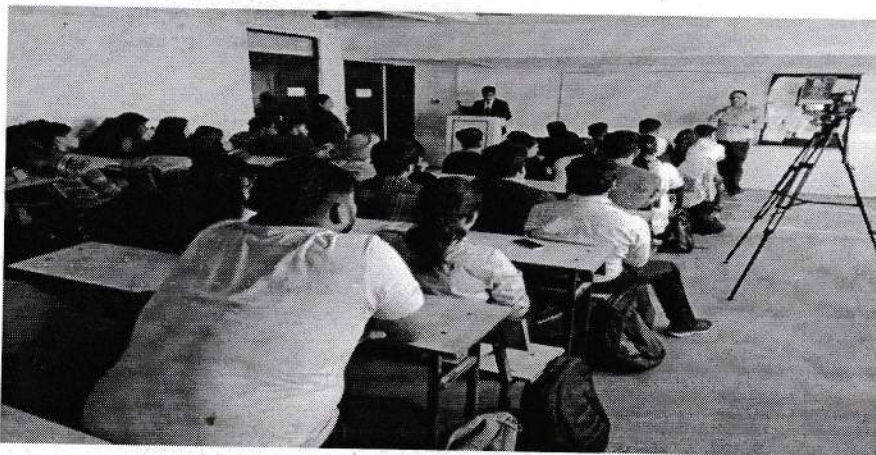
## **REPORT:**

A Seminar was organized for MBA students on October 09<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 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 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.



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

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Attendance Sheet for Seminar on Digital Marketing By Times Group for MBA 1<sup>st</sup> Year & MCA Final Year

Date: 09-10-2018, Time: 12:30 pm, Venue: MBA class room, 4<sup>th</sup> Floor, PG Building, TIAS

S. No.	STUDENT NAME	ENROLMENT NO.	MOBILE NO.	SIGNATURE
1.	Neetu upadhyay	02021303918	8800180192	Neetupadhyay
2.	Bavleen Kaur	42321303918	9897523809	Bavleen
3.	Aditya	40721303918		Aditya
4.	Abhishek	41621303918	9868382133	Abhishek
5.	Utkarsh	04021303918	955720090	Utkarsh
6.	Vijay	40521303918	8267843956	Vijay
7.	Aman Rana	43121303918	8628877226	Aman
8.	DEEPAK KUMAR	01121303918	8745977984	Deepak Kumar
9.	ARUSHAM ARYA	00721303918	8376942742	Arusham
10.	Ajijun malia	01117003918	9643590832	Ajijun
11.	Sandhit	05117003918	9940975573	Sandhit
12.	Parul Sharma	40821303918	9643928924	Parul
13.	Deepali Kataria	01817003918	9560842889	Deepali
14.	Shikha Agarwal	05617003918	9582000606	Shikha
15.	Sheetal Singh	05577003918	9717425100	Sheetal
16.	Deepmala Chauhan	02017003918	8178723116	Deepmala
17.	Ria Gupta	04417003918	9811913105	Ria
18.	Vikas	06917003918	9599099157	Vikas
19.	Manik Tyagi	01921303918	9582934636	Manik
20.	Bhawna Gupta	01517003918	9650282201	Bhawna
21.	Tanya Chauhan	0381823918	8505878827	Tanya
22.	Shivani Gupta	41021302918	8686026367	Shivani
23.	Srishti Jain	06317003918	9999415987	Srishti Jain
24.	Arpit Sharma	41417003918	971140981	Arpit
25.	Aakash Garg	<del>8527545955</del>	8527545955	Aakash
26.	Deepmala Raychow		7836832804	Deepmala
27.	Shubham Patilgal		9599012270	Shubham
28.	Anehaa grebal		9718107258	Anehaa
29.	Sandeep Panwar		9711029757	Sandeep
30.	Sanal Sharma	06217003918	920571077	Sanal
31.	Mohit	03617003918	740446773	Mohit
32.	Akash Sori	80217003918	8120085170	Akash



**Attendance Sheet for Seminar on Digital Marketing By Times Group for MBA 1<sup>st</sup> Year & MCA Final Year**

**Date: 09-10-2018, Time: 12:30 pm, Venue: MBA class room, 4<sup>th</sup> Floor, PG Building, TIAS**

S. No.	STUDENT NAME	ENROLMENT NO.	MOBILE NO.	SIGNATURE
1	Vaibhav Bansal	Div-B MBIT	8447485928	Vaibhav
2	Vaibhav Mangla	Div-B MBA	784004377	Vaibhav
3	Nisha Goyal	09101303918	9873809617	Nisha
4	Somya Gupta	"	8130621775	
5	Zulsi Sehgal	"	9871913217	Zulsi
6)	Mohit Sharma	41		Mohit
7)	Saurabh Sharma			S
8)	Simran	4012303918		S
9)	Manjit Singh	42317003918	9873029020	Manjit
10)	Vanshaj Talwar	42117003918	9555966601	Vanshaj
11	Manik Tyagi		9582934636	Manik
12)	Aashna Naywah	41817003918	7982919803	Aashna
13)	Shivani Arora	40617003918		
14)	Vasudha Sharma			
15)	Ritika Gupta			
16)	Monica Nehra			
17)	Pratibha			
18)	Snehal		44482130918	Snehal
19)	Syarth Wadhwa			
20)	RANJILI	03917003918		Ranjili
21)	PUJA			
22)	MAHIMA			
23)	SHUKHAM BHATNAGAR			
24)	PUCHIKA	0467004918	7291940136	Puchika
25)	VIKAS	06917003918	9599099157	Vikas
26)	Suraj Verma			Suraj
27)	ASHISH GUPTA	40519003918	9599644744	Ashish
28)	Bhanu Pratap	420	8587	Bhanu
29)	Tarun Dewan	41921303918	9560424201	Tarun
30)	Permy			
31)	Aparna Jain		8376966735	Aparna
32)	Prince Dhall		8010750967	Prince
33)	Aneeka			

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**TECNIA INSTITUTE OF ADVANCED STUDIES**  
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**Training and Placement Cell**  
**NOTICE**

Date: 08.10.2018

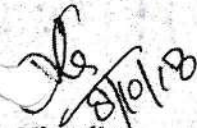
**Attention MBA 1<sup>st</sup> Year Students**

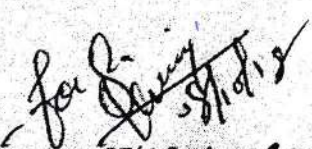
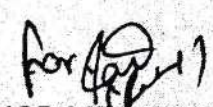
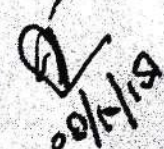
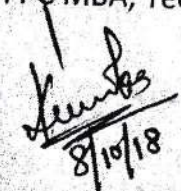
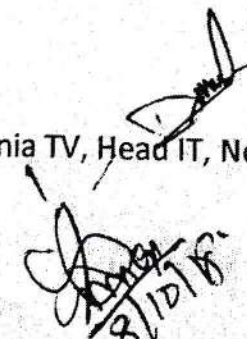
In order to make students aware about the latest trends in Digital Marketing, a Seminar on Digital Marketing is scheduled on Tuesday, 09.10.18 for MBA 1<sup>st</sup> year students.

**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, 4<sup>th</sup> Floor, PG Building, TIAS  
Duration: 1 hour  
Trainer: Mr. Kunal Jha

**Note: Be in Formals**

  
E. Nivedita  
Head - Training and Placement

 for [unclear] 8/10/18  
 for [unclear]  
C. Director, CE(A&D), IQAC, , HOD MBA, FPC MBA, Tecnia TV, Head IT, Notice Boards  
 8/10/18  
 8/10/18  
 8/10/18

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 1<sup>st</sup> 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 *[Signature]* 5/10/18

Checked By

Verified By *[Signature]* 5/10/18  
*[Signature]* Dr. Nivedita  
*[Signature]* Dr. Nidhi

*[Signature]*  
Mr. Kunal Jha  
5/10/18

*[Signature]*  
Rishel Khatri  
HOD-MCA 05/10/18