

Workshop

On

**Digital Marketing for Skill Development
&
Entrepreneurship**

Date: 17th December, 2019

Organized for

BBA, MBA,BCA,MCA&BA (JMC) faculties



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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REPORT

Event	: Workshop
Topic	: Digital Marketing for Skill development & Entrepreneurship
Date	: 17th December ,2019
Time	: 10:00 AM -01:00 PM
Venue	: Conference Room, TIAS
Faculty	: BBA, MBA,BCA,MCA&BA (JMC) faculties
Convener	: Dr Sandeep Kumar &Dr Leena Jenefa
Resource Person	: Mr. Abhishek Jain, Aprtron Solutions Pvt.Ltd. Delhi

Objectives:

- To learnt about Digital marketing
- To understand the scope of Digital Marketing
- Able to study the Possible Career Options using SEO,SMM,PPC and FB Ads.
- Able to know about make money Blogging.
- Blogging Platforms and to monetize the Blog.
- Able to understand the 3 steps of Success formula
- Learn to develop and execute digital marketing plans, including aspects such as website building and optimization, development of content scheme, use of social media, advertising, conversion, and tracking and monitoring

About the speaker

Mr Abhishek Jain is a professional Blogger, SEO Expert, Digital Marketing trainer and budding author Started Digitofy Global Pvt.Ltd.in June 2017. He has helped more than 100 clients in digital platform.

Report

A workshop was organized by Tecnia Institute of Advanced Studies for all the faculty members (TIAS) on the subject of Digital Marketing for skill Development & Entrepreneurship on 17th December 2019. 30 faculties from different departments were attended the workshop. The Speaker Mr. Abhishek Jain started the workshop with an interactive session with the faculties. The speaker provided with in-depth knowledge about the Scope of Digital Marketing, Possible career options for students and Blogging Platforms.

Learning outcome:

Faculties have learnt

1. the role and importance of digital marketing in a rapidly changing business landscape
2. the key elements of a digital marketing strategy
3. effectiveness and career possibilities of a digital marketing
4. various digital marketing tools such as SEO, SMM, PPC and Blogs
5. the content writing, email marketing, CRO, affiliate marketing
6. the Blogspot, wix, word press and live journal.
7. Understand and follow the practical success factors to improve results from digital marketing.



Dr Ajay Kumar ,Director felicitating MrAbishek Jain Digital Marketing specialist and HarinderNegi Assistant Manager,(Business Development) , Apron Solutions Pvt.Ltd



Interactive session with Mr. Abhishek Jain , Speaker during the workshop



Glimpses of the Sessions



Mr. Abhishek Jain, Speaker for Digital Marketing for Skill Development & Entrepreneurship Workshop



Dr Ajay Kumar, Director TIAS, gave the importance of Digital Marketing in current scenario



Glimpses of Digital Marketing workshop