



Training and Placement Cell

EVENT REPORT



Event: Webinar
 Topic: Role of Digital/Social Media Marketing Post Covid-19 Pandemic
 Date: 01.02.2021
 Time: 12.00 PM
 Duration: One Hour
 Mode: Google Meet
 Program: BA (JMC)
 Coordinator: Mr. Mayank Arora, Assistant Professor,
 Department of Journalism and Mass Communication;
 Convener: Dr. Nivedita, Head Training and Placement Cell
 Beneficiaries: 55 in number

Resource Person:

Mr. Mukund Thakur, and Mr. Durgesh Kumar, Ekwik Digital Pvt. Ltd.(Political Mitra)

Objective:

- To make students understand the use of digital marketing in start-ups
- To make students aware about the importance of Digital Media post Covid-19 pandemic.
- To make students aware about the tools of SEO.
- To raise the confidence of the students.

Report:

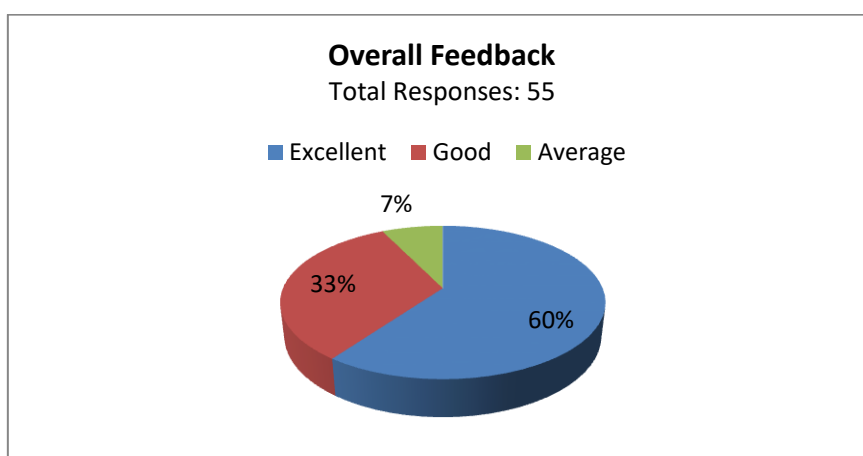
A workshop was organised for the students of BA(JMC) on 01.02.2021 by Training and Placement Cell, TIAS under the ambit of Capability Enhancement Scheme. The speaker for the session were Mr. Durgesh Kumar and Mr.Mukund, Director, Ekwik. Mr. Durgesh spoke that Social media has surpassed the print or electronic media to become one of the strongest mode of source of information. He said that what started as a platform of sharing

leisure activity and sharing the informal content has become an indispensable component in daily life by becoming a medium to brand, sell and market the products and services. Post COVID 19 pandemic, this media has strengthened further as it is the only sustainable medium for doing business. He described that students the importance of PR and campaigns by sharing their experience of Bihar elections. He emphasized that almost all political party work on a strong structured and strategically formulated campaign. Later Mr. Mukund spoke about the different tools like Panda, Google Bot, Penguin, WordPress etc. through which start-ups can develop not only a very interactive and dynamic website but also can market their company to come under top rankers while searching on internet.

The one hour session was attended by 55 students and was coordinated by Mr. Mayank Arora, Assistant Professor, Department of Journalism and Mass Communication. Earlier of the session, Dr. Nivedita, Head Training and Placement welcomed everyone and introduced to the students to the speakers. In the last a feedback was collected.

Learning Outcome:

- Students understood the use of digital marketing in start-ups
- Students got awareness about the importance of Digital Media post Covid-19 pandemic.
- Students got awareness about the different tools of the SEO.
- Students' confidence was raised.



List of Beneficiaries:

S. No.	Name:	Course:	Batch:	Yr of Study	Enrolment No.:	Overall Rating: 1. Excellent 2. Good 3. Average
1	Yash sharma	BA(JMC)	2019-22	2	1417002419	2
2	Rishabh	BA(JMC)	2019-21	3	6817002418	1
3	Vasu popli	BA(JMC)	2018-21	3	36117002418	2
4	Soumya Kukreti	BA(JMC)	2018-21	3	6021302418	1
5	Vinayak	BA(JMC)	2018-21	2	2917002419	2
6	Vanshika Sharma	BA(JMC)	2018-21	3	6921302418	1
7	Amisha	BA(JMC)	2018-21	3	421302418	1
8	Bharti	BA(JMC)	2018-21	3	921302418	1
9	Deepanshi Jain	BA(JMC)	2019-22	2	9121302419	2
10	Ishita Sharma	BA(JMC)	2018-21	2	4017002419	3

11	SHRUTI KANDWAL	BA(JMC)	2019-22	2	2617002419	3
12	Yash sharma	BA(JMC)	2019-22	2	1417002419	1
13	Bhawna Bari	BA(JMC)	2018-21	3	1817002418	2
14	Bhavya Anand	BA(JMC)	2018-21	3	1717002418	1
15	Prachi	BA(JMC)	2019-22	2	6321302419	1
16	Hrithik Goel	BA(JMC)	2018-21	3	3217002418	1
17	Aastha Jain	BA(JMC)	2019-22	2	221302419	2
18	Tanishaa Wadhwa	BA(JMC)	2018-21	3	6321302418	2
19	Mehak aggarwal	BA(JMC)	2018-21	3	35521302418	1
20	Sandhya gupta	BA(JMC)	2018-21	3	43121302418	2
21	Sanya Gupta	BA(JMC)	2018-21	3	8117002418	2
22	Sandhya gupta	BA(JMC)	2018-21	3	43121302418	2
23	Riya Saini	BA(JMC)	2018-21	3	40321302418	1
24	Reha vohra	BA(JMC)	2019-22	2	8721302419	2
25	Radhika Jha	BA(JMC)	2018-21	3	6517002418	1
26	Kritika Sabharwal	BA(JMC)	2019-22	2	1017002419	1
27	Agrima Sharma	BA(JMC)	2018-21	3	317002418	1
28	Aakansha choudhary	BA(JMC)	2019-22	2	5617002419	2
29	Kush Kumar	BA(JMC)	2018-21	3	35321302518	3
30	Bhoomi	BA(JMC)	2018-21	3	1917002418	1
31	Anuj khanna	BA(JMC)	2018-21	3	621302418	1
32	Isha Vashisht	BA(JMC)	2018-21	3	2121302418	1
33	Jigyasa thapar	BA(JMC)	2018-21	3	3817002418	2
34	Vaishnavi Sharma	BA(JMC)	2018-21	3	6621302418	2
35	Sakshi Gupta	BA(JMC)	2018-21	3	7917002418	1
36	Muskan Gandhi	BA(JMC)	2018-21	3	3321302418	1
37	Kritika Garg	BA(JMC)	2018-21	3	42721302418	2
38	Pritha Paul	BA(JMC)	2018-21	3	6117002418	1
39	akanksha Suyal	BA(JMC)	2018-21	3	321302418	3
40	Esha Singh	BA(JMC)	2019-22	2	5821302419	1
41	Aashima Nanda	BA(JMC)	2018-21	3	43521302418	1
42	Shubhangi gupta	BA(JMC)	2018-21	3	42421302418	1
43	Priyam purang	BA(JMC)	2019-22	2	3817002419	1
44	Shivani	BA(JMC)	2018-21	3	5821302418	1
45	Mahek Bhatia	BA(JMC)	2018-21	3	35421302418	1
46	Sahil Ghai	BA(JMC)	2018-21	3	41221302418	1
47	niharika maggo	BA(JMC)	2018-21	3	3621302418	2
48	Nikhil raj	BA(JMC)	2019-22	2	36221302419	2
49	Nikita saini	BA(JMC)	2018-21	3	40317002418	1
50	AAKRITI	BA(JMC)	2018-21	3	40621302418	1
51	Sagar Jethani	BA(JMC)	2019-22	2	6217002419	1
52	Akanksha srivastava	BA(JMC)	2018-21	3	517002418	1
53	Mahek Bhatia	BA(JMC)	2018-21	3	35421302418	1
54	Rupak Jha	BA(JMC)	2018-21	3	7517002418	2
55	Mahek Bhatia	BA(JMC)	2018-21	3	35421302418	1