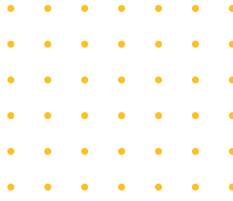


CENTRE OF EXCELLENCE FOR DIGITAL MARKETING, STRATEGY AND ANALYTICS



Centre of Excellence for Digital Marketing, Strategy and Analytics



”

Vision

To be prominently recognized as the Centre of Excellence for Digital Marketing, Strategy and Analytics at a global level that thrives to achieve organizational mission of fostering research, innovation, entrepreneurship and skilful society, at large, by partnering with industry, research centres and renowned academic institutions.

Mission

- To empower the diverse community of learners by enthusing inquisitiveness, fostering confidence and nurturing resilience towards new-age tools and technologies which assist them in their professional journey.
- To engage and encourage research and innovation in the potential areas of digital marketing, strategy and analytics, individually and in collaboration with other institutions.
- To reinforce an ecosystem that promotes consultancy, capacity building, skill development and entrepreneurship in the area of digital marketing, strategy, and analytics.



“

- Marketing Technology
- Data economy
- Content strategy
- Social media marketing & analytics

- To develop capabilities among students, and faculty members on recent advancements in digital marketing tools and techniques.
- To explore and identify the novel market ideas and business opportunities that provide experiential learning to the students.
- To carry out action research by the faculties through live projects, case study development, consultancy services related directly / indirectly to digital marketing.
- To help society and other stakeholders leverage IT and Digital technology for better profitability and sustainability.

Chief Patrons

- **Dr. Ashok Chitkara**
- **Dr. Madhu Chitkara**
- **Mr. Mohit Chitkara**

Patrons

- **Dr. Sandhir Sharma,**
Pro Vice Chancellor, CBS, Chitkara University, Punjab Campus
- **Dr. Archana Mantri,**
Vice Chancellor, Chitkara University, Punjab Campus

Digital Marketing Team

- **Dr. Prachi Gupta**
Director, Centre for Digital Marketing and Strategy
- **Dr. Nitish Arora**
Assistant Professor
- **Dr. Rajni Bala**
Assistant Professor
- **Dr. Mohit Jamwal**
Assistant Professor

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CENTRE ANNUAL REPORT

Oct 2022 to June 2023



Capability building among students

1

International Services Marketing

10th Oct. to 14th Oct. 2022 by **Prof. Casper Vogel**, senior lecturer at The Hague University of Applied Sciences, The Randstad, Netherlands.

Prof. Vogel highlighted the importance of quality services for both consumers and service providers. The course covered the distinctive aspects of Services Marketing. It aimed at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations. It gave students a better understanding of the principles, methods, and processes involved in the art of service marketing. It helped students in recognizing crucial problems in service design, developing the service model, as well as knowing the crucial problems in service delivery, such as recognizing and controlling customer service experiences, expectations, perceptions, and results.

2

Data Visualization Using Tableau

14th Nov to 18th Nov. 2022 by **Dr. Anuj Gupta**, Founder, Mocko Pedia.

Dr. Anuj Gupta taught students to use Tableau public Software, to explore and manage data, and to help share insights that can change businesses and the world. They learnt representing of data into graphical form, how to duplicate the measures and dimensions on Microsoft excel, how to analyze and summarize huge data set. On worksheet students learnt to merge two or more sheets into a dashboard and two or more dashboards into a story and also how to add two data sources in one sheet. At the end, students were assigned hands on project of calendar making with the help of tableau software under Wireframing, which is a two dimensional illustration of a page's interface that focuses on space allocation and prioritization of content, functionalities available and intended behavior. Students were very happy with the course and able to generate powerful reports and dashboards that will help them to make better decisions and take action based on business data.

3

A Practical Approach to Implement Digital Marketing Strategies for Business Owners

21st Nov. to 20th Dec. 2022 by **Mr. Ajay Aggarwal**, Founder, Accosoft India.

Students learnt to design website by using different apps like Elementor Pro and Woo Commerce and adding product types, Price, Regular, Sale, Name servers etc. Students also learnt to use Elementor & its Pro version as well as plugins, themes enclosed in them after logging in with the help of C-Panel to wordpress.org website. Students were trained on the creation of product page on website, on how to add product images, title, prices & description on the page. Students got hand-on training on SEO analysis which is done for ranking, the keyword research to know what content is being searched by users and blogging which is the most important part of content marketing.

Introduction to Techno - Functional Analysis

22nd Nov. to 2nd Dec. 2022 by **Mr. Manish Aggarwal**, Corporate Trainer from Data Wealth

Students learnt to analyze market trends, share prices fluctuations in market, also as to how on the basis of information decide which shares to buy or sell. Students got knowledge on types of market, law of demand and supply, stock market basics, difference between trading and investing, share market chart analysis, Candlestick and its types, Japanese Doji concept. Students also got an opportunity to learn about Wyckon Logic Theory, phases of Stock Market, accumulation, markup, distribution, markdown, their cause & effect. Stock Market trend on a hourly and daily basis was watched of Finolex Cables & HDFC life. They also learnt about Swing Strategy, holding time, support & resistance, volume, price action, trend, breakout, buying, demand & supply functions of share market.

5

Catalyst to Wellbeing and Success

6th – 13th Feb., 2023 by **Mr. Manav Bansal**, Chief Happiness Officer, Chitkara University

Students got an insight into what is happiness and why it is needed in life, different ways of being happy. By answering few questions, students could find out their happiness score. The course covered wide range of topics including, emotional Intelligence, healthy habits, importance of exercise, meditation, positive thinking. Students were taught that a complaining mind is never peaceful and a grateful heart is always peaceful. The proof of right living is in the happiness it manifests.



1. International Services Marketing



2. Data Visualization Using Tableau



3. A Practical Approach to Implement Digital Marketing Strategies for Business Owners



CHITKARA
UNIVERSITY



CHITKARA
BUSINESS
SCHOOL

Trading & Investing Skills for Aspiring Entrepreneurs



Speaker

Manish Agarwal

Corporate Trainer



Date : 21st November, 2022

Time : 9:15 AM - 11:45 AM

Venue: LH-3, 2nd Floor, CBS





For BBA – Digital Marketing, B.Com Students

Organised by
Centre for Digital Marketing
Strategy & Analytics, Chitkara Business School

4. Introduction to Techno - Functional Analysis



5. Catalyst to Wellbeing and Success

Enhancing Employability, Skilling and Entrepreneurship

Expert talk on Critical Skills for a Career in Digital Field by **Prof. Mriganko Chatterjee** Trainer, IIDE, Mumbai on 2nd December, 2022 for BBA- Digital Marketing (2021-2024 and 2022-2025).

The poster is divided into two main vertical sections. The left section has a light grey background with a subtle texture. It features the Chitkara University logo at the top, followed by the title 'CRITICAL SKILLS FOR A CAREER IN DIGITAL FIELD' in large blue letters. Below this is a speaker profile for Mriganko Chatterjee, Professor at IIDE, with a small portrait photo. Event details include the date '2nd December, 2022', time '1:15 pm - 2:15 pm', and location 'LH-11, 4th Floor, Fleming Block'. It also mentions the organizing body, Centre for Digital Marketing Strategy and Analytics, Chitkara Business School, and the target audience, BBA - Digital Marketing students. The right section features a vibrant cityscape at night with a pink-to-purple gradient sky. It includes the Chitkara Business School logo, a cloud icon, and a dashed line with a signal icon. At the bottom, there are logos for the Institution's Innovation Council, the United Nations Sustainable Development Goals, and the Ministry of Higher Education.

CHITKARA UNIVERSITY

CRITICAL SKILLS FOR A CAREER IN DIGITAL FIELD

Speaker
Mriganko Chatterjee
Professor
IIDE
THE DIGITAL SCHOOL

2nd December, 2022 1:15 pm - 2:15 pm

LH-11, 4th Floor, Fleming Block

Organised by Centre for Digital Marketing Strategy and Analytics
Chitkara Business School

For the Students of BBA – Digital Marketing

CHITKARA BUSINESS SCHOOL

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD notified)

4 Quality Education
17 Sustainable Development Goals



Tariq Chandnani's discourse on "key Emerging Trends & Technologies in Advancement" enabled students to know the opportunities that exist currently in advertising sector in India. It helped students to understand the effective integration of new-age technology in advertising for rural and urban India.

Students got insights on emerging technologies like smart bot, voice advertising, gaming and metaverse. Live exchange of knowledge between industry expert and students made it a great learning experience.



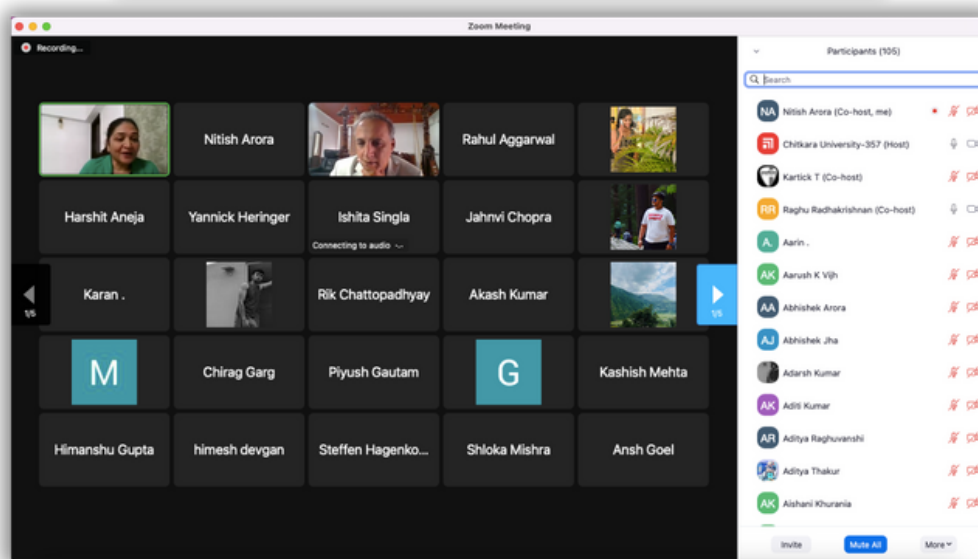
Workshop on Skilling for Future: Optimisation Strategies for Improving Search Rankings by 6 experts from Digital Marketing agency, **IndeedSEO** held between 20th - 24th March, 2023 for BBA Digital Marketing (2021-2024).

Leadership talks delivered

Design Thinking for Aspiring Marketers by **Mr. Mandar Thosar**, Founder- 1 point 01, held on 07th October 2022.



The talk enabled students to understand the importance of design thinking and its effective integration in product designing and marketing strategies. Students came to know how companies are using design thinking concept in various spheres of businesses. The resource person shared his personal experience on working with various SMBs and how design thinking strategies were implemented in various marketing campaigns.



Profitability & Sustainability: Leveraging IT & Digital Technology by **Mr. Raghu Radhakrishnan**, CEO & MD - TmaxSoft Technologies Pvt. Ltd. held on 19th November 2022.

The resource person shared his personal experience on working with various multinational companies and highlighted how various companies are utilizing digitalization for their sustainable growth. Expert also threw light on the future of Indian startups and market size for the aspiring entrepreneurs. The talk helped students to understand the effective integration of IT and marketing strategies to make businesses more sustainable.



CHITKARA
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Trends & Innovations in Digital Business: Past, Present & Beyond

Relating to impact on GTM strategies

Resource Person

Indranil Mukhopadhyay

Digital Marketing Lead-Asia Pacific | IBM

Date : 20th January, 2023

Time : 09:00 am - 12:15 pm

Mode: Online

For BBA - Digital Marketing Students

Organised by Centre for Digital Marketing,
Strategy and Analytics, Chitkara Business School






Trends & Innovations in Digital Business: Past, Present & Beyond Relating to impact on GMT strategies” by Mr. Indranil Mukhopadhyay” was held on 20th January 2023.

Knowledge Building & Sharing

Dr. Prachi Gupta, Director, Centre for Digital Marketing and Strategy, Chitkara Business School got a special mention and award for her start up, The Branding Nook, as Founder. The article got published in Business Connect Magazine.



Dr Nitish Arora was the key speaker in the national seminar titled, Promoting Sustainable Livelihoods in the North-Western Himalayas: Fostering Convergence among Research, Practice, and Policy organised on May 27-28, 2023, Sponsored by ICSSR at Shahpur Degree College, Kangra, Himachal Pradesh.



Dr. Rajni Bala delivered five-day workshop on “Writing a Literature Review: From Source to Synthesis” under Summer Research Program from 12th – 19th May, 2023 for BBA-Digital marketing students organized by Department of BBA-Digital Marketing, Chitkara Business School, Chitkara University.



Dr. Mohit Jamwal published a paper on “Modelling the adoption of agro-advisory mobile applications: a theoretical extension and analysis using result demonstrability, trust, self-efficacy and mobile usage proficiency” in the journal *Journal of Agribusiness in Developing and Emerging Economies* with an H index of 15.



Dr. Prachi Gupta along with **Dr. Rashmi Aggarwal** (Dean Commerce) faculty members from Chitkara Business School, attended the CII Annual Session in New Delhi. The theme of the session was 'Future Frontiers: Competitiveness, Technology, Sustainability, and Internationalization'.



FDP on Wealth Creation through Stock market investing was conducted by **Mr. Manish Aggarwal**, Corporate Trainer from Data Wealth on 29th November, 2022 for Chitkara Business School faculty members.



Trading & Investing Skills for Aspiring Entrepreneurs



Speaker

Manish Agarwal
Corporate Trainer



Date : 21st November, 2022
Time : 9:15 AM - 11:45 AM
Venue: LH-3, 2nd Floor, CBS



For BBA – Digital Marketing, B.Com Students

Organised by
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Strategy & Analytics, Chitkara Business School



MOU

Centre for Digital Marketing, Strategy and Analytics, Chitkara Business School (CBS), Chitkara University signed a Memorandum of Understanding (MOU) with IndeedSEO, a Digital Marketing firm on 13th December, 2022. This academia-industry collaboration aims at promoting excellence in common areas of interest, imparting knowledge and skills required in the area of academic programmes, resource sharing, collaborative research, training, consultancy, student internships, placements, experiential learning.

The MOU will broadly facilitate the aspiring students with hands-on practical training, career opportunities in diverse areas of Digital Marketing, also opening up mutual areas of training & consultancies. This collaboration will thus provide a platform for students, faculty members of **Chitkara University** and employees of **IndeedSEO** to engage in knowledge exchange, upskill themselves and pave their way towards skilled growth.



| BBA DM 2021 Students list completed Internship at IndeedSEO | | | |
|---|----------|------------|--------------------------------|
| Sr.No | Final | Roll No | Role |
| 1 | Harshit | 2120994755 | Social Media Management Intern |
| 2 | Madhup | 2120994766 | Social Media Management Intern |
| 3 | Anant | 2120994774 | Under Study Intern |
| 4 | Bharti | 2120994793 | Under Study Intern |
| 5 | Khyati | 2120994753 | Under Study Intern |
| 6 | Vanya | 2120994762 | Under Study Intern |
| 7 | Chavvi | 2120994763 | Under Study Intern |
| 8 | Archie | 2120994784 | Social Media Management Intern |
| 9 | Chetanya | 2120994791 | Social Media Management Intern |
| 10 | Vibhu | 2120994775 | Under Study Intern |
| 11 | Sandeep | 2120994788 | Social Media Management Intern |
| 12 | Rounak | 2120994767 | Under Study Intern |
| 13 | Dhruv | 2120994779 | Social Media Management Intern |
| 14 | Shristi | 2120994758 | Social Media Management Intern |
| 15 | Ridhi | 2120994792 | Social Media Management Intern |



Experiential Learning

'**Dil se Digital**', a month-long event, was held between **20th Feb to 31st March 2023**. This was a unique initiative, students' competition on promoting different Government initiated campaigns through various digital platforms. Students specialising in Digital Marketing were divided into **5 groups**, each responsible to promote one campaign assigned to them, through the dedicated websites created by them, social media pages and certain offline activities.

The **5 Government** initiated campaigns set to get promoted over next one month are:

1. **Stay safe online**
2. **Make in India**
3. **Sahi Poshan, Desh Roshan**
4. **Life style for environment**
5. **Fit India**

The event aimed to bring youth participation in spreading awareness on the campaigns and make them contribute towards bringing about a vibrant change, in the year of India's G20 presidency, under the theme of "one earth, one world, one family".

Aim of the Event

The event covered three broad aims:

- To promote government campaigns through digital marketing campaigns. Through this way, we aspire to spread more awareness to the masses related to the campaigns.
- The competition is also designed to encourage creativity, innovation, and critical thinking among students.
- To apply the student's knowledge related to digital marketing field into practical mode.



The students leveraged various digital marketing tools, such as social media platforms and search engine optimization to promote the government campaigns. Students were judged on some of the key metrics like creativity of the campaign, reach, engagement rates, likes/comments/shares, watch time to name a few. The finale of the event was held on 4th May, 2023, was judged by Ms. Prachi Bali, EVP & Business Head, Saatchi & Saatchi Propagate, and Prof. Seema Gupta, Director at Great Learning, Former Professor at IIM Bangalore. On the finale day, students showcased their entire journey of promotions done, outcomes achieved in front of panel of corporate judges.

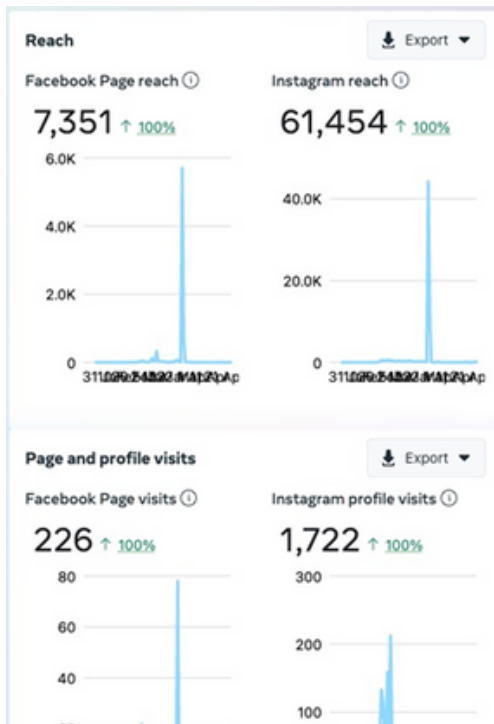
The event brought forward the power of digital technology which was used widely to promote government campaigns, through social media, online forums, mobile applications, to reach out to people and engage them in meaningful conversations about these issues.

Teams also organised various offline activities, integrated with different schools of Chitkara University, collaborated with multiple stakeholders in society, converted each interaction and learning into posts, reels, videos to spread awareness through various digital platforms.

The event was a big success in promoting social good and empowering young people to bring change in society. The total reach of the event was **406K**. All teams were applauded for putting their digital skills & knowledge effectively in real time.

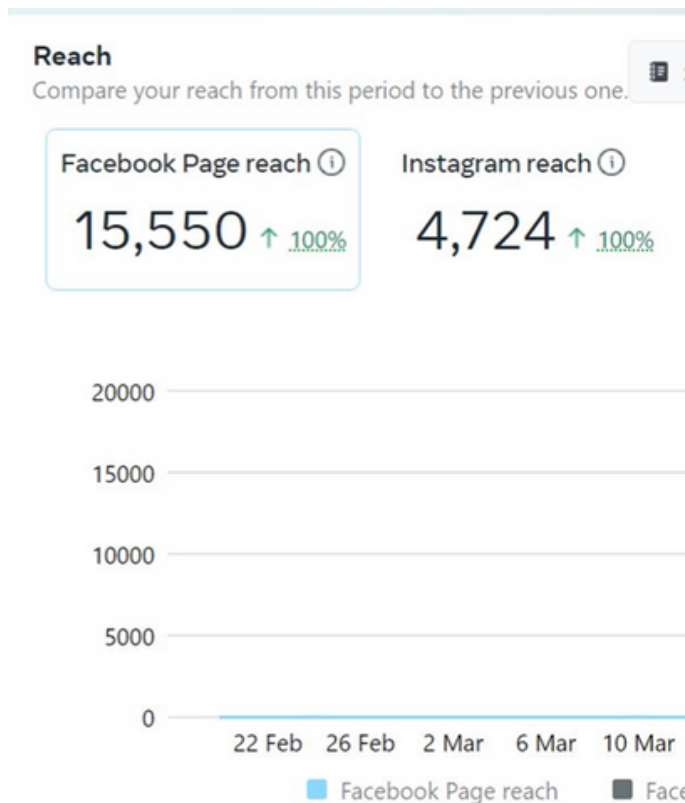
1

Stay safe online



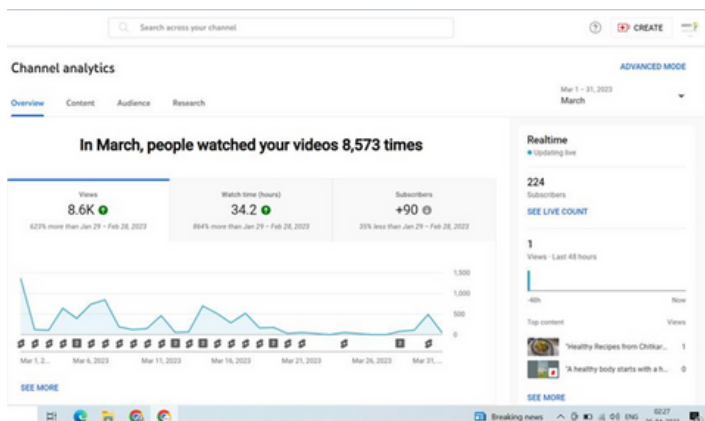
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Make in India



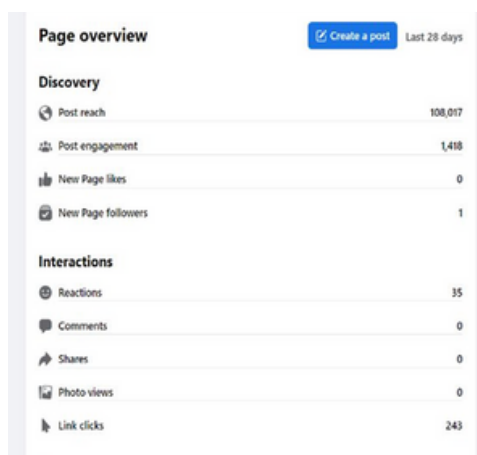
3

Sahi Poshan, Desh Roshan



4

Life style for environment



5

Fit India

