



ACTIVITY REPORT

Name of the activity	Value Added Course on Social Media Marketing and Startup Outreach Management	Date	10 October 2022 – 14 October 2022
Name of the Moderator	Dr. Priya Jindal	Time	09:15 am to 12:15 pm & 01:15 pm to 04:15 pm
Name of the Resource Person	Mr. Ajay Aggarwal	Mode	Offline
Nature of the activity	Value Added Course	Program & Batch	B.Com(Hons.), BBA Fintech and BBA Analytics Batch 2020
Number of students participated	119	Academic Session	2022-23

About the Activity

The sessions were very interactive and the students enjoyed every bit of it. The following amazing topics related to a career in digital marketing were addressed by him: Forum Engagement, Social Media Marketing, Email Marketing, Local Search, Remarketing, Basics of Blogs, Podcasts, Emailers, Visual content, Infographics, Whitepapers, etc. The session explained the importance of Digital Marketing in the new age and the types of skills required. As, Digital Marketing includes digital channels such as search engines, email, websites, social media, etc., that can be used to connect with current and prospective customers, it becomes necessary for commerce graduates to have this skill. The trainer explained the various remote freelancing options which were indeed very insightful. The students published their blogs. Overall, the sessions were amazing and motivating and will help the students to increase their career prospects in pursuing digital marketing as a profession.

Sustainable Development Goals Covered in activity: <https://sdgs.un.org/goals/goal4>

The session achieved the following objectives with their outcomes.

Activity Objectives	Activity Outcomes
1. To focus on holistic education	The students were made to work on various activities.
2. To engage the students in a new age skill and give a hands-on experience with Digital Marketing tools.	The students made their profiles on Upwork and also compared email marketing websites and prepared an annual budget based on the maximum ROI the site gives to its user.
3. To learn how the students can promote a professional career in the field of Digital Marketing.	The students published their blogs and made digital business cards.

GLIMPSES OF THE ACTIVITY



Mr Ajay Aggarwal delivering the session and students engaged in doing the activity