

**ACTIVITY REPORT**

<b>Name of the activity</b>	Value Added Course on Devising Social Media Marketing Strategies for Business	<b>Date</b>	30 <sup>th</sup> Nov-9 <sup>th</sup> Dec, 2023
<b>Name of the Moderator</b>	Dr. Shivani Malhan	<b>Time</b>	9:15 AM to 12:15 PM
<b>Name of the Resource Person</b>	Dr. Shivani Malhan	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	LSCM-2 <sup>nd</sup> year
<b>Number of students participated</b>	46	<b>Academic Session</b>	2023-2024

**About the Activity**

In today's dynamic digital landscape, social media has emerged as an indispensable tool for businesses of all sizes to connect with their target audience, promote their brand, and drive sales. This social media marketing value-added course provided the expertise which is required by the students in this digital era. The topics discussed in the value added course included scope of social media marketing, search engine optimization, search engine marketing social media marketing strategies, blog writing, creation of social media advertisements, examples of best social media marketing campaigns.

**Aligned Activity Outcomes with Objectives**

<b>Activity Objectives</b>	<b>Activity Outcomes</b>
1.To acquaint students with various social media strategies for increased Brand Awareness related to a brand	Students will understand Social media which can help to generate leads for your business
2.To demonstrate students the various ways to enhance web traffic in order to increase the sales	Increase in customer engagement and loyalty.

**GLIMPSES OF THE ACTIVITY**



Image1: Students presenting on social media strategies of Bluedart

Image2: Faculty presenting the topic on “Importance of Blog writing for Social Media Marketing