

**ACTIVITY REPORT**

<b>Name of the activity</b>	Value Added Course on A Practical Approach to Implement Digital Marketing Strategies for Business Owners	<b>Date</b>	21 <sup>st</sup> Nov. – 20 <sup>th</sup> Dec., 2022
<b>Name of the Moderator</b>	Dr. Rajni Bala	<b>Time</b>	1:15 – 4:15 pm
<b>Name of the Resource Person</b>	Mr. Ajay Aggarwal	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	BBA(DM) 2021-2024
<b>Number of students participated</b>	27	<b>Academic Session</b>	July – Dec., 2022

**About the Activity**

Mr. Ajay Aggarwal, Founder, Accosoft India took session of BBA Digital Marketing students on A Practical Approach to Implement Digital Marketing Strategies for Business Owners. The session was insightful and started with full zest and zeal. Students were quite eager to learn about digital world. Students learned about how to design a website by using different apps like Element or Pro and Woo Commerce and adding product types, Price, Regular, Sale, Name servers etc. students also learned that how to use Element or & its Pro ver. as well as plugins, themes enclosed in them after logging in with the help of c-Panel to wordpress.org website. Students were also taught about how different websites like, Group Mail 6 works, authentication of websites, connections in pro version, power mail transfer agent etc. port 25 is used for outgoing mails, sparkp ost plugin is used to increase mailing capacity etc.

**Aligned Activity Outcomes with Objectives**

<b>Activity Objectives</b>	<b>Activity Outcomes</b>
1. To develop a digital marketing plan that will address common marketing challenges	Students will demonstrate a solid understanding of core business principles in the primary areas of digital marketing, web technologies, new media and management
2. To Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.	Students learn emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. To get understanding of various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.	Students should demonstrate their understanding of the various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.
4. To recognize ethical and moral issues, identify needed actions, and demonstrate the moral courage to implement them.	Students learn to analyze cross-cultural and ethical issues in globalised digital markets.

**GLIMPSES OF THE ACTIVITY**



Image 1: Mr. Ajay Aggarwal is discussing about digital marketing trends,

Image 2: Ajay Aggarwal is with digital marketing Students

Reported by – Team Activity Club, Chitkara Business School | 17 Jan,2023