

ACTIVITY REPORT

Name of the activity	Value Added Course on ‘Digital Marketing-CRM’	Date	22 nd -26 th Nov, 2021
Name of the Moderator	Dr. Muskaan Arora	Time	10:00 am-4:00 pm
Name of the Resource Person	Dr. Maria Sugiati	Mode	Virtual through Zoom
Nature of the activity	Value Added Course	Program & Batch	BBA (P) 2020
Number of students participated	30	Academic Session	2021-22

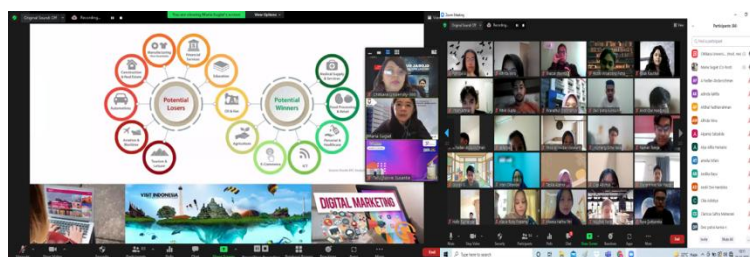
About the Activity (Min 300 Words)

In the global week, Professor Maria, she covered some of the following topics of digital marketing. The first day was about online shopping websites how one can use social media to promote their business online. Students learnt that social media applications like Instagram, facebook, etc. were being used for business purposes. The other day she discussed about customer relationship management “CRM” which refers to the strategies, techniques, tools and technologies which are used by enterprises for developing, retaining and acquiring customers. She talked about social media and omni-channel strategy in marketing which refers to making your brand visible in different medias whether it be online websites or offline stores, giving a positive and seamless experience throughout the customer journey.

Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
1. Student learn the basics of Digital marketing	Students understood how digital marketing is progressing in almost every business
2. Student gets an exposure to global environment	Students understand the differences of digital platforms used in different countries

GLIMPSES OF THE ACTIVITY



Dr. Maria in session with students discussing Digital Marketing-CRM