

## ACTIVITY REPORT

<b>Name of the activity</b>	Value Added Course on Digital Marketing	<b>Date</b>	22-26 Nov,2021
<b>Name of the Moderator</b>	Dr Rashmi Aggarwal	<b>Time</b>	10:00 am to 4:00 pm
<b>Name of the Resource Person</b>	Dr Adhi Prasetyo	<b>Mode</b>	Virtual through ZOOM
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	BBA(P) 2020
<b>Number of students participated</b>	35	<b>Academic Session</b>	2021-22

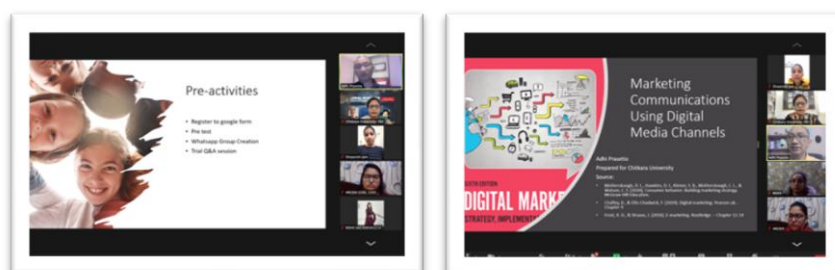
### About the Activity

During Global Business Virtual Masterclass-2021, Dr. Adhi Prasetyo, Economy and Business faculty, Telkom University Indonesia, focused on some contemporary topics in the field of Digital Marketing from 22nd – 26<sup>th</sup>, Nov 2021. The students were made familiar with some online tools like WordPress, blogger and so on which are quite effective. The students also played some fun games on kahoot with the purpose of checking their in-depth knowledge on the topic. Consumer Behaviour model, marketing activities like online and offline promotion techniques, framework of social media, marketing cycle through content planner and tools were discussed with the students. Dr Adhi mentioned about the image component through angles, lights, composition and the colour theory. On the concluding day, Dr Adhi shared his understanding on Online Marketing metrics and clickstream behaviour. The session came to an end with final evaluation of learning of the students through a comprehensive quiz. Dr Adhi Prasetyo sessions gave enhanced learning experience to the students of Bachelor of Business Administration.

### Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
1. To investigate key issues in adoption of digital marketing to business.	The students were able to review the history of digital marketing and gave them some perspective to develop digital marketing plan
2. To equip students with specific knowledge in the areas of digital marketing communication.	The students were able to evaluate and understand concepts like consumer behaviour and online marketing communications
3. To familiarise students with methodologies, tools & technologies involved in digital marketing	The students could explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks
4. To provide students with sufficient background that will allow them to pursue their careers in the Digital Marketing area	Finally the students outlined an approach to develop a digital marketing plan

### GLIMPSES OF THE ACTIVITY



**Dr Adhi talking to the students of BBA on Marketing Communications using Digital Media**

Reported by – Team Activity Club, Chitkara Business School | 27 Dec 2021