



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Classroom Connect by Ms. Priyanshi Sharma on 27th August

BBA Department

On

August 20 , 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** Classroom Connect by Ms. Priyanshi Sharma on 27th August
- **Date :** August 20 , 2018
- **Time :** 13:30 pm to 15:10 pm
- **Venue :** B-203 & B-204
- **Organized By:** BBA Department
- **Motivation for the activity :** Digital marketing is extremely important, not only because of its rapid growth but also because it is essentially the future marketing. Soon all other traditional marketing forms will disappear as digital marketing will replace them altogether.

Form B

Part 1

Aim of the event :

Digital Marketing is so important and gives us so many benefits. Because via electronic channels and by posting positive comments, feedbacks about your company/product you (and your happy customers) can attract new customers and build long-lasting relationship. But, be careful! It works both ways! Happy customers can help you, but unhappy customer can harm your business very seriously. Digital channels are not only great sales channels, they excel as communications channels to engage your audience through the 6 main digital marketing tools. Since digital channels work best when joined with other channels, the goals here should also include online visits prompted by traditional offline media.

Part 2

Abstract :

In the present world, Digital is central to all industries and is instrumental in powering the customer of today. In this age of Digital, it is important to focus on developing emotional connect with the customer than just delivering business. Customer experience is going to define the future of Marketing irrespective of the type of industry. Should we eliminate the need for advertising altogether? Or do we tweak it with digital channels to cater to our customer's needs and interest points. Digital Future also demands the need to bring in new-age technologies, not just in operations but also in Marketing & Sales domain. How are machines and automation helping Marketing in efficient audience capture and conversion? What does the future of human interaction & machine automation hold for the Marketing industry and where do we draw the line to ensure maximum results!

Around the Globe - Marketers have growing interest in all digital channels - websites, e-mail, social and mobile. Why Digital Marketing is so important and gives you so many benefits? Because via electronic channels and by posting positive comments, feedbacks about your company/product you (and your happy customers) can attract new customers and build long-lasting relationship. But, be careful! It works both ways! Happy customers can help you, but unhappy customer can harm your business very seriously. There is a huge potential for social media marketing to increase sales, but a lack of understanding on how to achieve those results. The topics covered by the resource person were

- What is Digital Marketing?
- Why do we need Digital Marketing?
- Significance of Digital Marketing
- Introduction to Digital Marketing Tools
- Search Engine Optimization (on page & off page)
- YouTube Marketing (TrueView Ads)
- Email Marketing
- Social Media Marketing- Facebook, Instagram, Twitter, LinkedIn, Pinterest, Whatsapp, Snapchat
- Content Marketing
- Mobile Marketing

Part 3

Conclusion

The session was conducted for BBA 1 C and BBA 1 B Evening in their respective classroom at 1:30 P.M. to 3:10 P.M. which was attended by 45-50 students in each session. It was a fruitful session as students also participated in the discussion with the resource person and asked queries related to digital marketing and its scope like how trueview ads can be displayed? How Search Engine Optimization works? What are ad words? The resource person diligently answered all the queries raised by students and students learn a lot about digital market and its current prospects. Students find this session very beneficial.

Good reputation of any business is essential. Without the trust and confidence of the customer, a company will not survive. Especially in the past years the importance of reputation has become increasingly noticeable. If a business has a good reputation, customers may choose that particular company from many on the market. The positive reputation enables marketers to differentiate their products/services in a highly competitive market and successfully compete with big players. A good reputation can be built by making sure that you communicate with your customers and everyone who interacts with your company through website, e-mail, Social Media. Answer any doubts, offer help and make sure you build a long-lasting relationship with your customers.

SnapShot

Ms. Priyanshi Sharma addressing BBA 1 B Evening Students

Students actively listening to the lecture

Ms. Priyanshi Sharma addressing BBA 1 C Evening Students

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Ms. Priyanshi Sharma addressing BBA 1 C Evening Students

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Ms. Priyanshi Sharma addressing BBA 1 B Evening Students

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