



**RUKMINI DEVI**

**Institute of Advanced Studies**

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## Website Report on Orientation Session for “Professional certificate in Digital Marketing and Analytics course”

<b>Title</b>	Orientation Session for “Professional certificate in Digital Marketing and Analytics course”
<b>Date</b>	January 16, 2018
<b>Resource Person/Facilitator</b>	Dr. Anuja Pandey, Program Director, AIMA
<b>Summary</b>	<p>Internet is everywhere. Marketing in today’s environment has taken a different shape with the presence of digital media. With more than a billion users, Digital marketing is making a significant impact to everyone’ life. There are lots of opportunities for students to build a rewarding career in marketing industry, given the required knowledge of digital media. This session was an initiative designed to educate the students in the area of Digital marketing.</p> <p>Dr Anuja Pandey, the guest speaker, elucidated about the basic concept of Digital Marketing and popular terminologies associated with it. Madam discussed about the virtual world market. She focused on the point that business is all about relationship building. She gave examples like IRCTC website, Amazon.in and Tesco virtual store to the students to explain the trends of the current business scenarios. The speaker mentioned about the tools for Digital Marketing, which involves SEO (Search Engine Optimization), Adwords fundamentals, Keyword and different medium(s) of marketing (Online &amp; Offline) etc. This happened to be an interesting session for students as they participated by putting forward various questions based on their experience with social media and learned to choose the right career paths.</p>