



Classroom Connect by Ms. Sushmita Sharma

TITLE	Submission of Web Report For Classroom Connect by Ms. Sushmita Sharma
Resource Person/ Facolitator	Ms. Sushma Sharma, Bank of Baroda, New Delhi
Date	25/10/2018
Summary	<p>Social media marketing is one of the important elements for the society. Alumnus of RDIAS Ms. Sushma Sharma, presenting working as marketing officer, Bank of Baroda shares her experience with the students. She discussed regarding working on blog, search engine optimization, quality of digital markets of Bank of Baroda. For effective marketing strategy of education loan, key point is to read the mind of the customer and to know his paying capacity. After discussion on conceptual details the speaker explained the qualities required for a successful markets is ability to sell. Further, Madam also discussed that Google analytics is the trending tool in marketing which every markers try to use with collaboration with Google. She also focused on blog marketing as influencing the social media, now a day. students also queried regarding choosing specialization, target achievements in jobs and internships This enthralling classroom connect made students raise their concerns regarding choosing specialization through learning experience of alumni.</p>