

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On

ASA Programme

On

“Digital Marketing”

August- November, 2018



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FORM A

Proposal:

- **Name of the event to be organized:** ASA Programme on “Digital Marketing”
- **Date:** August-November 2018
- **Time:** 9:30 AM – 12:30 PM and 1:30 PM – 4:30 PM
- **Venue:** Computer Center, RDIAS
- **Motivation for the activity:** Digital marketing is extremely important, not only because of its rapid growth but also because it is essentially the future of marketing. Soon all other traditional marketing forms will disappear as digital marketing will replace them altogether
- **Resource Person:** Mr. Amit Chauhan and Mr. Chunky Malhotra
- **Organized by:** Department of Management Studies, RDIAS

FORM B

Part 1

Aim of the event:

Digital Marketing is of prime importance in today's technologically enhancing world. The aim of the program was to make students ready to decide on for their digital marketing need and to be SMART (Specific, Measurable, Attainable, Relevant and Timely). Digital channels are not only great sales channels, they excel as communications channels to engage your audience through the 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:

RDIAS organized ASA Session on “Digital Marketing” on August-November 2018, where the trainer, Mr. Amit Chauhan and Mr. Chunky Malhotra, both experts in Digital Marketing conducted the session. This course is designed to help the students master the essential disciplines in digital marketing, including search engine optimization (SEO), social media, pay-per-click (PPC), conversion optimization, web analytics, content marketing, email and mobile marketing. Digital marketing is one of the world’s fastest growing disciplines, and the certification will raise student’s value in the marketplace and prepare them for a career in digital marketing. The classes were conducted on all working Saturdays. A total of 115 students were registered for the course and were divided in two batches (morning and evening).

A total of 6 sessions were organized that covered the following topics:

Session 1

- Introduction of Digital Marketing
- Need Digital Marketing
- Significance of Digital Marketing
- Strategy to go Digital
- Introduction to Digital Marketing Tools

Session 2

- Graphic Designing /Video Editing
- Guideline to make videos using Powtoons

Session 3

- Guideline to make pages or account on Facebook, LinkedIn, Twitter and YouTube
- Google adds

Session 4

- Content Marketing & AdSense
- E-mail marketing

Session 5

- Search engine optimization
- Website designing

Session 6

- Global Affiliate marketing
- Word Press

Mr. Amit Chauhan and Mr. Chunky Malhotra held interactive sessions with the students and emphasized upon the fact that how information technology becomes indispensable in modern day marketing. They also elaborated upon how various corporations resorted to different and unique set of marketing strategies for grabbing the attention of their target market. They supported their arguments with suitable examples so that the students were able to relate to the topic in an effective and more comprehensive manner.

The sessions went on to explain the significant and recent trends in the present marketing arena that make the choice of Marketing as a career more exciting, lucrative and at the same time more challenging. The sessions went a long way in making sure that the students got clarity of concepts. It was of immense benefit especially for those students who want to pursue Marketing as a career.

Part 3

Conclusion

Attending the session was not just educative and informative, but also an exposure for our young students who are going to be professionals for tomorrow. It helped the students in understanding the core of marketing and at the same time develop sensitivity towards everyday developments that are taking place in the field of marketing. The fruitfulness of the activity could be fathomed by the fact that the students were already vouching for more such sessions to be organized so that they could develop a better understanding of how things actually work in the modern dynamic business environment. The Course completed with the closing ceremony where the students received their certificates and a letter of Appreciation was given to the Institute by Digital Kal.

Snapshots of the ASA Programme



Mr. Amit Chauhan giving brief introduction to Digital Marketing



Students getting practical knowledge



Doubt clearing session



Certificate of Appreciation to RDIAS by “Digital Kal Academy”



Feeling of achievement!!