



RUKMINI DEVI

Institute of Advanced Studies

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An ISO 9001 : 2015
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DOSSIER

On

Classroom Connect by Ms. Sushmita Sharma

Academic Committee

On

October 25 , 2018



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Ms. Ritu Bansal

Asst. Professor, RDIAS

Prof.(Dr.)Raman Garg

Director, RDIAS

FORM A

Proposal :

- **Name Of the event to be organized :** Classroom Connect by Ms. Sushmita Sharma
- **Date :** October 25 , 2018
- **Time :** 11:20AM -12:10 PM
- **Venue :** B-101
- **Organized By:** Academic Committee
- **Motivation for the activity :** The session was conducted to make students aware about the concept of Social media marketing including blog writing, search engine optimization and quality of digital markets.

Form B

Part 1

Aim of the event :

To enhance our student's knowledge we invite eminent personalities from various industries and institutions. In this session aim was to understand the concept of Social media marketing. It was conducted for the students of MBA first semester.

Part 2

Abstract :

Alumnus of RDIAS, Ms. Sushma Sharma shared her experience and knowledge with the students of MBA First Semester on the topic "Social Media Marketing". She is working as Marketing Officer in Bank of Baroda and shared her views about the desired traits for efficient Marketing Officer. The main qualities of a good Marketing Officer should be a good listener and reader. An observant Marketing Officer should be able to read the minds of customer and their expectations. She further discussed the power of digital and social media marketing with analytics requirement. She also discussed that Google Analytics is the trending tool in marketing which every marketer utilizes. She also focused on blog marketing as influencing the social media. She discussed that social media often feeds into the discovery of new content such as news stories. Many people also perform searches at social media sites to find social media content. Social connections may also impact the relevance of some search results, either within a social media network or at a 'mainstream' search engine. She also enlightened the students in this subject by sharing her own professional examples. In all, the session was very informative and enjoyed by all the students.

Part 3

Conclusion

In today's world which is dominated by Social Media, it is important to make the students understand its concept and relevance. Ms. Sushma Sharma - Marketing Officer, Bank of Baroda shared her experience and knowledge in this subject with students of MBA. The session was indeed very informative, interactive and interesting.

SnapShot



Ms. Sushma Sharma sharing her knowledge and experience with MBA students



The session in progress



Interacting with the students on "Social Media Marketing"