



RUKMINI DEVI

Institute of Advanced Studies

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Role of digital marketing channels in electoral campaign 2019 in India.

TITLE	Role of digital marketing channels in electoral campaign 2019 in India.
Date	Apr 16, 2019 - Apr 16, 2019
Summary	<p>The Marketing club of RDIAS organized an open discussion on the Role of Digital Marketing Channels in Electoral Campaign, 2019 in India for the students of BBA and MBA at Block B, Room No.105, RDIAS on April 16, 2019. This activity was organized with an aim to enhance students' knowledge of the digital marketing and its importance in the ongoing election season. A total of 17 students participated and put forward their viewpoints which in turn resulted in a fruitful and healthy discussion among them.</p> <p>Discussion ended on a very positive note. It was surely an enriching experience for all the participants. All the participants and coordinators received appreciation from the faculty members. We aim to organize several such events in the near future.</p>