



**RUKMINI DEVI**  
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

NAAC Accredited, 'A+' Grade(2nd Cycle)  
Category 'A+' Institution by SFRC, Govt of NCT of Delhi.  
Highest category 'A' by Joint Assessment Committee  
of GGSIPU & DHE, Govt. of NCT of Delhi.

## DOSSIER

ON

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

## Marketing Club

ON

16/04/2019

 **R D I A S**

**"VIPANAN"**  
**THE MARKETING CLUB OF RDIAS**  
is organizing an open Group Discussion on the topic  
**Role of Digital Marketing Channels in  
Electoral Campaign 2019 in India**

 **DIGITAL  
MARKETING**

 **REGISTER  
HERE**

**The registrations will be open till April 15, 2019**

**For more information contact:**  
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Member Marketing Club

**Date of the Event:-**  
Date: Tuesday, April 16, 2019  
Time: 1:30- 2:30 PM  
Venue: Room B-105, 1st Floor, B - Block

<b>Submitted By:</b>	Sunil Kumar Yadav
<b>Designation:</b>	Asst. Professor
<b>Submitted On:</b>	24/04/2019
<b>Approved On:</b>	29/04/2019

<b>Title</b>	Submission of Dossier for "Role of digital marketing channels in electoral campaign 2019 in India. "
<b>Resource Person/Facilitator</b>	Ms. Deepali Dhingra
<b>Date</b>	16/04/2019

### Summary

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.

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.

### Dossier Image



Student Coordinators addressing the gathering and giving the conceptual understanding.



Audience actively listening to the speaker.



Participants enthusiastically putting their views during the discussion.





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*Approved By*  
*(DEAN)*



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*Approved By*  
*(DIRECTOR)*