

## Web Report on ASA Session in Digital Marketing by Digital Kal

<b>Title</b>	ASA Session in Digital Marketing by Digital Kal for the students of BBA
<b>Date</b>	August-November 2018
<b>Resource Person/Facilitator</b>	Mr. Amit Chauhan and Mr. Chunky Malhotra
<b>Summary</b>	<p>Post the consent from the students and the demo sessions from the vendor, RDIAS conducted a Digital Marketing Program for the students of BBA on all working Saturdays.</p> <p>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).</p> <p>This course is designed to help the 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.</p> <p>The classes were conducted on all working Saturdays. A total of 115 students were registered for the course that was divided in two batches (morning and evening). Certificates were provided by Digital Kal to the students in the closing ceremony on the last day of the class.</p> <p>A total of 6 sessions were organized that covered the following topics: Graphic Designing /Video Editing, Content Marketing &amp; AdSense, Email Marketing, Word Press, Google Ads &amp; Analytics, Facebook &amp; YouTube, Search Engine Optimization.</p> <p>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.</p>

