



Be Present in Digital World

TITLE	Be Present in Digital World
Date	Apr 29, 2020 - Apr 29, 2020
Summary	<p>Marketing Club (VIPANAN),RDIAS,organized an online article writing competition- Be Present in Digital World, for the students of BBA and MBA on April 29'2020.</p> <p>Students were required to submit an online article on the topics like:</p> <ul style="list-style-type: none"> •Consumer Safety: An effort by online food delivery app •Customer engagement: Media consumption change strategy (Amazon prime, Netflix). •Crisis Marketing Strategy: 2020. •Content That Connects: Why Influencer Marketing Is The Future Of Gen Z Engagement •Travel restrictions impacting travel and tourism and hospitality. <p>23 students participated with full zeal and vigor. Each and every participant performed their best and were able to write good quality articles. The event was judged by Dr. Pooja Bahl, Associate Professor, RDIAS and Ms. Akansha Rehani, Assistant Professor,RDIAS.</p> <p>The first three positions were declared through Google meet on the basis of the judges results.</p> <ul style="list-style-type: none"> •First Position: Dhriti S Katyal, MBA wrote an article on Crisis Marketing Strategy: 2020 •Second Position: Himanshu Pal, BBA wrote an article on Covid -19: Disruption to Travel and Tourism Industry •Third Position: Jesika Anand, MBA wrote an article on Consumer Safety: An effort by online food delivery app (SWIGGY) <p>The event concluded with a small vote of thanks by Dr Pooja Bahl, Incharge, Marketing Club.</p>