



Directorate of Outcome
Outcome Report(Event/Activity Organized @ AUH)

1. General Information

Date: 17th February 2022
Event Type: Corporate Connect Session, ABS, AUH
Event Title : “Analytics in Marketing Management”
Venue: Through Online session via Zoom Meeting
Organized by(School): CRC, AUH for ABS, ASE, ACC & All AUH
Student Participation*: No. of Students from AUH (Course wise):- 97 from MBA, BBA (ABS), AUH.
Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- All ABS/ASE Faculties.
Participation from outside AUH*: No. of Students & Faculty Members-NA

(Enclose attendance sheets in given format)

Event Coordinator(s) with designation: Prof. Dr. Vikas Madhukar, Dy.PVC, Mr. Manoj Sahani, Director, CRC, Mr. Ankur Gupta, Dy. Director, CRC, Dr. Ruby Singh, Sr. Manager, CRC and Dr. Vani Agarwal, Faculty Coordinators, Industry Interface Committee and All CRC Team, AUH.

Details of Expert/Speaker/Resource Person/Judge:

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	Address	Major Areas where Amity can Collaborate with expert	CV of Expert (Yes/ No)
1	India	Mr. Debanjan Chakraborty	Edelman	Vice President	Expertise in Marketing Analyst.	-----	-----	-----	.	Yes with CRC & ABS,AUH
2										

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/ Intangible	Achieved/ Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc.				
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.				
c) Collaboration for Funded Projects				
2. Outcome related to Industry Connect				
a) Placement	Apprised students with strategies, methodologies for effective and goal based career building framework, which will increase	Students become aware with tools and mechanism to chart out their own career planning, through identifying own skill gap and career	The through description of Career Planning process through self-specific career conversation, skill gap and career formula; is likely to transform the attitude and approach of students towards desired placements.	Students have learned the requisite strategies, tools and mechanism to craft their own career planning framework particularly in digital domain so that it can be leveraged for intended placements.

	their placement potential.	formula; an essential precursor for desired placements.		
b) Collaborations for Research Papers	The process of self career planning through digital platform offered will augment the research aptitude of student for undertaking research projects.	Students shown interest in research projects related to self career conversation and career formula and its application in other areas of research	Students are advised to prepare their Research Report effectively on management topics through insight gained for career planning digital platform.	Students have learnt the concepts and methodologies of career planning framework through use of offered digital platform; which can be applied for other research projects based on operation of digital platforms in consideration.
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	Summer Training strategy in terms of, where exactly, in which industry and in which companies the summer training be pursued, have become clear to students.	An outline for identifying the industry and the company for pursuing Summer Training & Dissertation Report; through skill gap, career conversation and career formulation is achieved	Clarification on, in which industry, and what topics, the summer training and dissertation projects be undertaken through fulfillment of career plan with requisite skill set so formulated; has been achieved.	Students have learned and understood how effectively they can conduct their summer internship and Dissertation projects based on self career mapping that they develop through covering self skill gap and career formula, through this session.
d) Collaboration for Funded Projects	No	No	No	No
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene				
b) Benefit to society in terms of Education				
4. Outcome related to Students Learning & Grooming				
	Students learned the essential strategy to identify and finalize the suitable industry and company and the importance of marketing analytics for their placement, summer training and	Students became aware and understood the steps for charting out their own career mapping through skill gaps and career formula concepts; for correctly choosing their summer training,	Students learned the conceptual skill set for correctly crafting their self career formula, skill gaps so that they can rightly define their summer internship and dissertation projects and finally placements	The conceptual insights into self crafting of career mapping through career conversations, identification of skill gaps and developing self career formula, are achieved; leading to right approach towards summer training and dissertation reports and placements.

	Dissertation Report; based on career mapping they undergo through the discussed digital platform	dissertation report and placements.		
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5. Any other

Students become conversant with developing their self career mapping, fulfilling their career gaps through digital platform of EEDGE.AI

3. Event Report along with glimpses of the event(Photographs)

3.1 General Introduction of the Event

The Corporate Connect Session (CCS)/ Expert talk Session conducted every week during academic session; is the academic-industry interface of ABS, MBA programme. This special CC/Expert talk session is conducted on online interactive platform on Zoom, Cisco Webex app during these Covid-19 work from home situation, an innovative initiation by ABS, AUH To keep Management students aligned and engaged with their academic and Industry Integration/ expert perspective objectives.

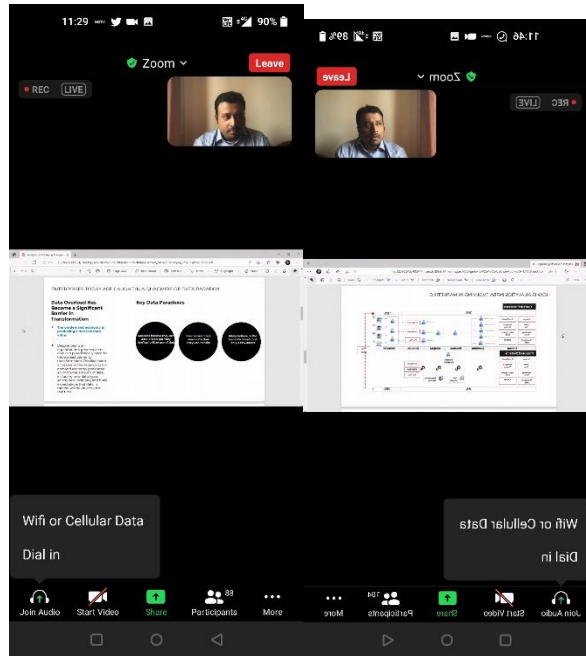
3.2 Objectives of the Event

To apprise and mould Management students of ABS, AUH to have insight into the concept of Marketing Analytics, and how best to mould themselves with intellectual, behavioural, personality and execution skill-set to become an efficient Manager.

3.3 Brief about the address/talk of speakers

- The interactive session of Corporate Connect Session with Mr.Debanjan, Vice President, Digital Advisory, Edelman is initiated with opening remarks by Dr Vani Aggarwal, Assistant Professor, ABS, AUH. Mr. Debanjan Explained Marketing analytics is the practice of managing and studying metrics data in order to determine the ROI of marketing efforts like calls-to-action (CTAs), blog posts, channel performance, and thought leadership pieces, and to identify opportunities for improvement.
- Mr. Debanjan explained citing real life examples, Marketing analytics is the study of data to evaluate the performance of a marketing activity. By applying technology and analytical processes to marketing-related data, businesses can understand what drives consumer actions, refine their marketing campaigns and optimize their return on investment.
- Mr. Debanjan interacted extensively with students wherein he clarified the concept of how data analytics is used in marketing.
- The session is concluded successfully with thanksgiving note by Dr. Ruby Singh, Sr. Manager, CRC and final notes by Dr Vani Aggarwal, Assistant Professor, ABS.

3.4 Photographs with caption (also share high resolution JPEG files of photographs)



Corporate Connect Session with Mr. Ashish Mehta, Founder & CEO of EEDGE.AI The Career Mapping and Development Digital Platform. On 13.October.2021

3.5 Scanned copy of attendance sheets

3.5 Few Scanned feedback forms of participants

<u>Attendance Sheet of Faculty Members (AUH)</u>				
Event Title:Date:				
S.No.	Participant Faculty Name	School	Designation	Signature
1				
2				
3				
Name & Signature of the Event Coordinator				

<u>Attendance Sheet of Students (AUH)</u>				
Event Title:Date:				
S.No.	Participant Name	School	Programme & Semester	Signature
1				
2				
3				

Name & Signature of the Event Coordinator

Attendance Sheet of Outside Participant

Event Title:Date:

S.No.	Participant Name	School	Designation/Programme &sem(if student)	Signature
1				
2				
3				

Name & Signature of the Event Coordinator



(Dr.Ajay Kumar Pandey),

Dr. Neeti Chatterjee,
Dr. Vani Aggarwal

Faculty Co-ordinators, Industry Interface Committee,
ABS, AUH.