



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

AMITY SCHOOL OF LIFE SCIENCES

**OUTCOME REPORT
Of
DIGITAL MARKETING WORKSHOP**

03 FEBRUARY 2021

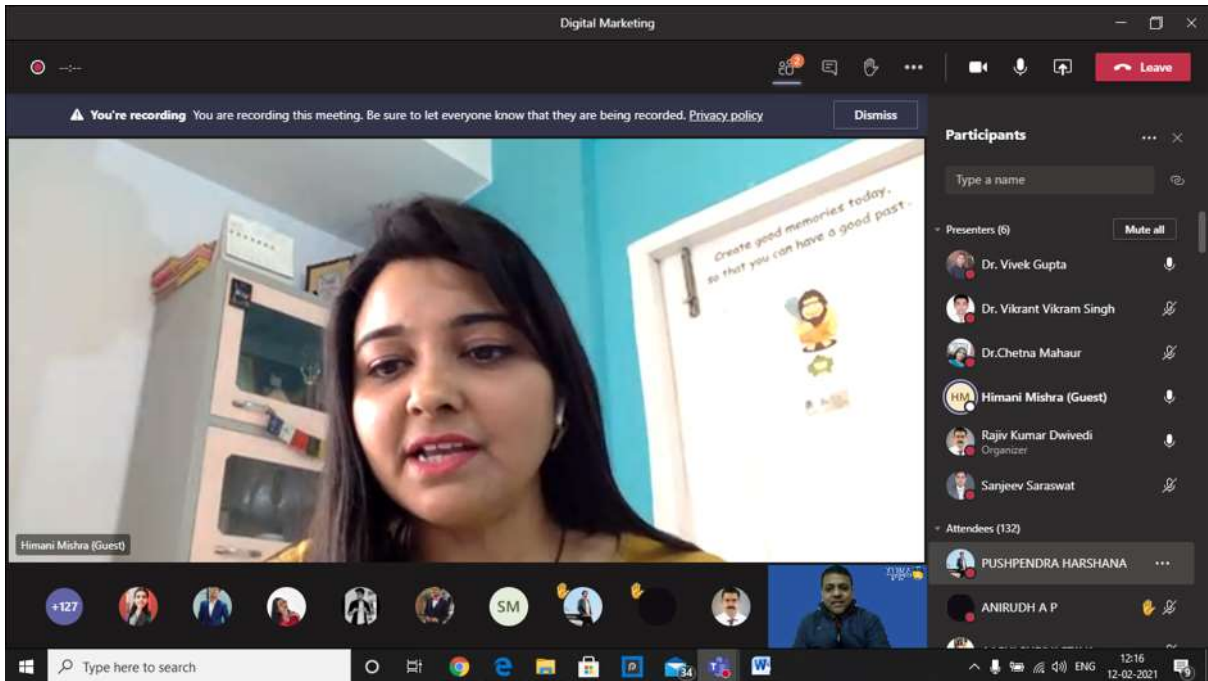
Amity Business School, AUMP organized a DIGITAL MARKETING WORKSHOP for it's Students of 4th semester (BBA & B.Com (H)) on 12th Feb 2021. The objectives of the workshop were

1. To tell the students, the importance of Digital Marketing.
2. To develop them on new emerging domains
3. To develop problem solving skills of students
4. To develop digital marketing skills
5. To make them successful future digital marketers

The resource person for the workshop was Ms Himani Mishra, CEO & Co Founder Brand Radiator. At the outset the students were welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & made aware about the objective of the workshop. The important aspects covered by the speaker during the workshop were

1. Digital Marketing aspects
2. Brand Strategy
3. 4P's of Marketing
4. Concept of Digital Marketing
5. Growth of Digital Marketing in India and during pandemic.
6. Advantages of Digital Marketing
8. Scope of Digital Marketing
9. Career and Job Opportunities in Digital Marketing.
10. Key Pillars of Digital Marketing
11. Classification of Digital Marketing and how it works.
12. Research Parameters, Campaign and Advertisements on social platforms.

About 130 students of BBA 4th semester and B.Com (H) 4th semester attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.



Director ABS

Prof. (Dr.) Devendra Kumar Pandey
Director-Outcome

Prof. (Dr.) M. P. Kaushik Pro –Vice Chancellor

Hon'ble Vice Chancellor