



ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

Name of the Event: -Webinar on “Digital Marketing”

Resource Person: - Mr. Sanjay Gupta, Digital Marketing Expert

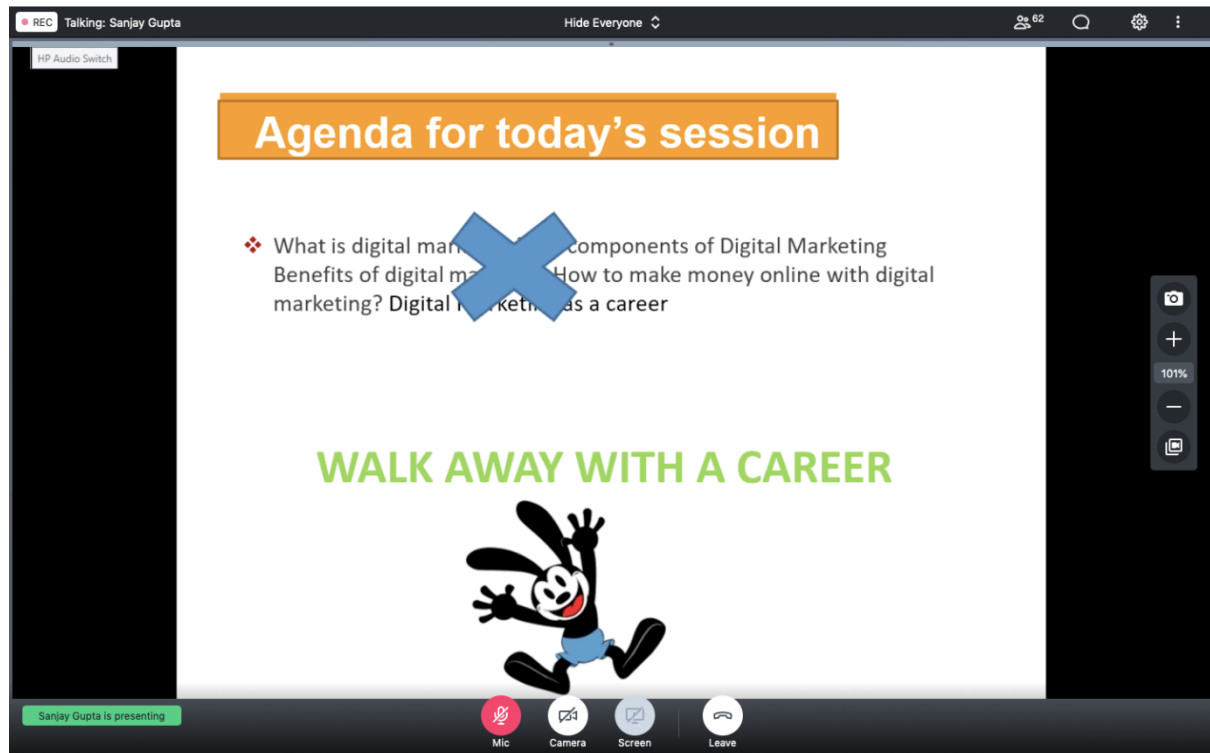
Day & Date: - Saturday, 20th June, 2020

Time: - 2.30 PM to 4.30 PM

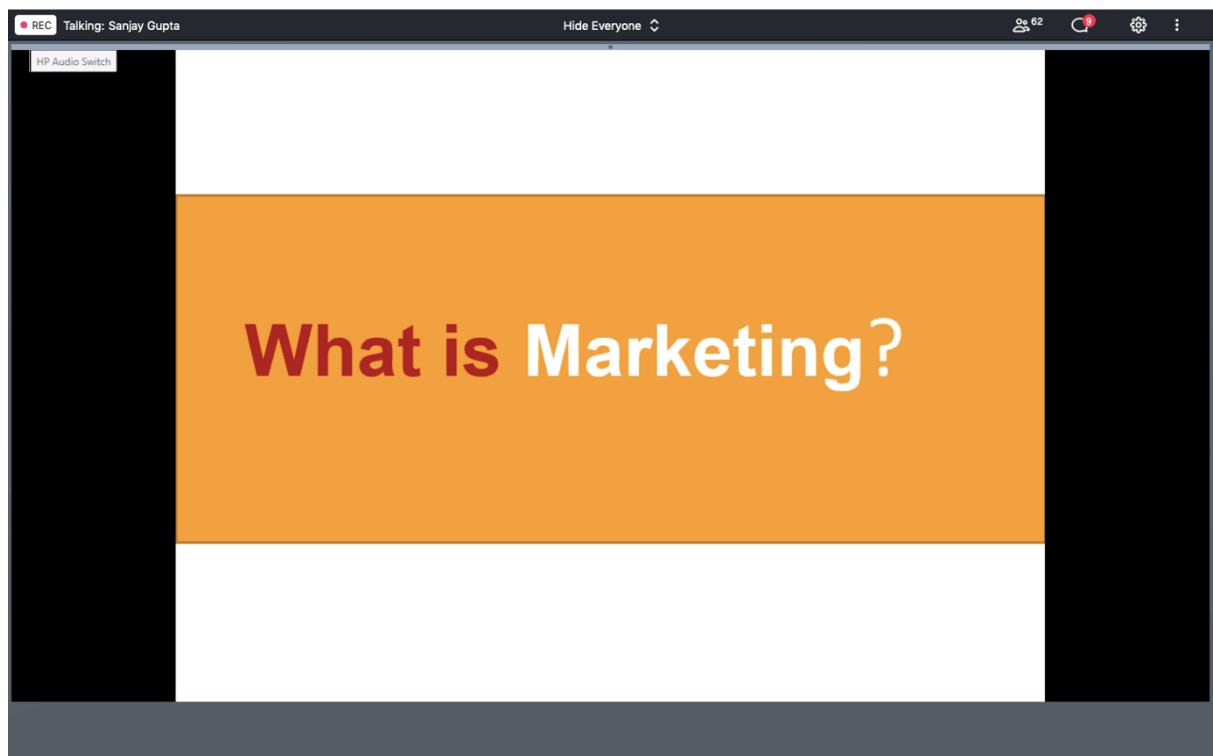
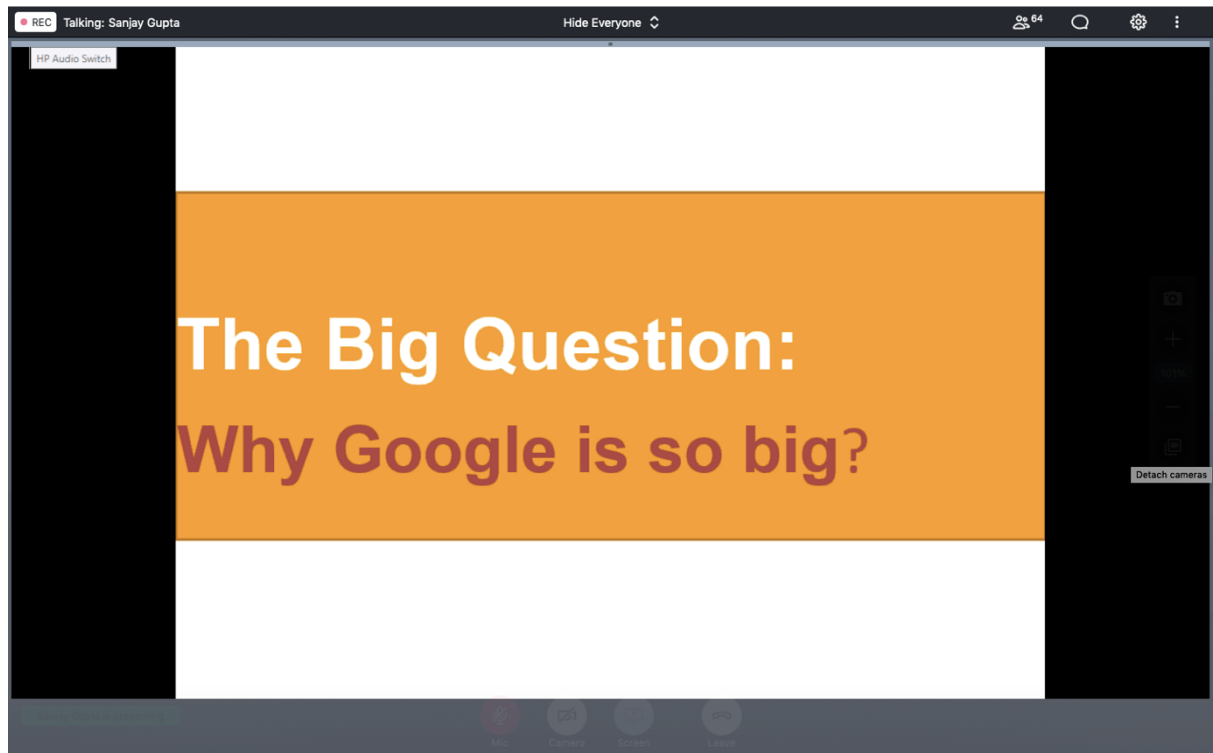
Attended by: - All the BBA Students

Venue: Online through GoToMeeting App.

The BBA Department of JIMS Engineering Management Technical Campus, Greater Noida in association with CETPA organised a Webinar on “Digital Marketing” on Saturday, 20th June, 2020. The guest speaker was Mr. Sanjay Gupta, digital Marketing Expert.



Mr. Ankur Budhiraja, Assistant Professor BBA, anchored the event online through the GoToMeeting App. Mr. Gupta conducted highly interactive session for students. He started with basics of the marketing and took the students all the way to the complex web of digital marketing.



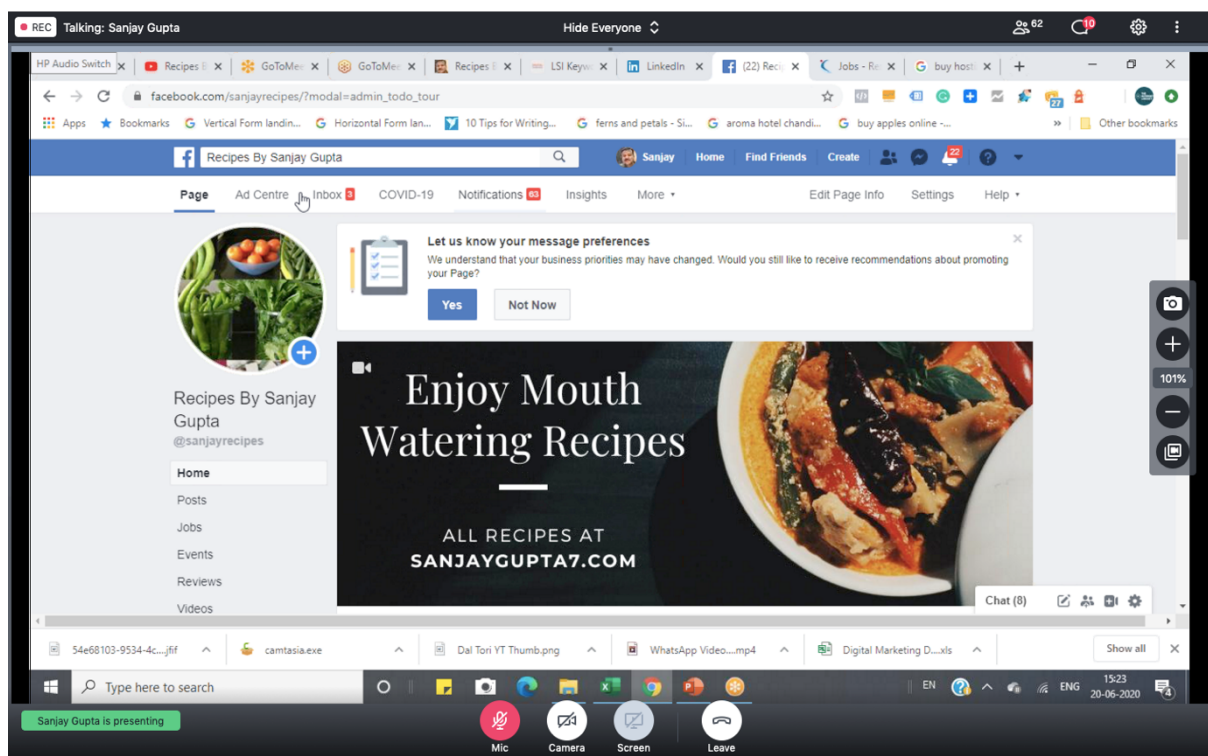
Mr.Sanjay discussed the basics of marketing in an interactive manner, to which students responded actively and answered his questions. He slowly helped the students to sail the boat from the hard ground reality of the market to the flying highway of world wide web.

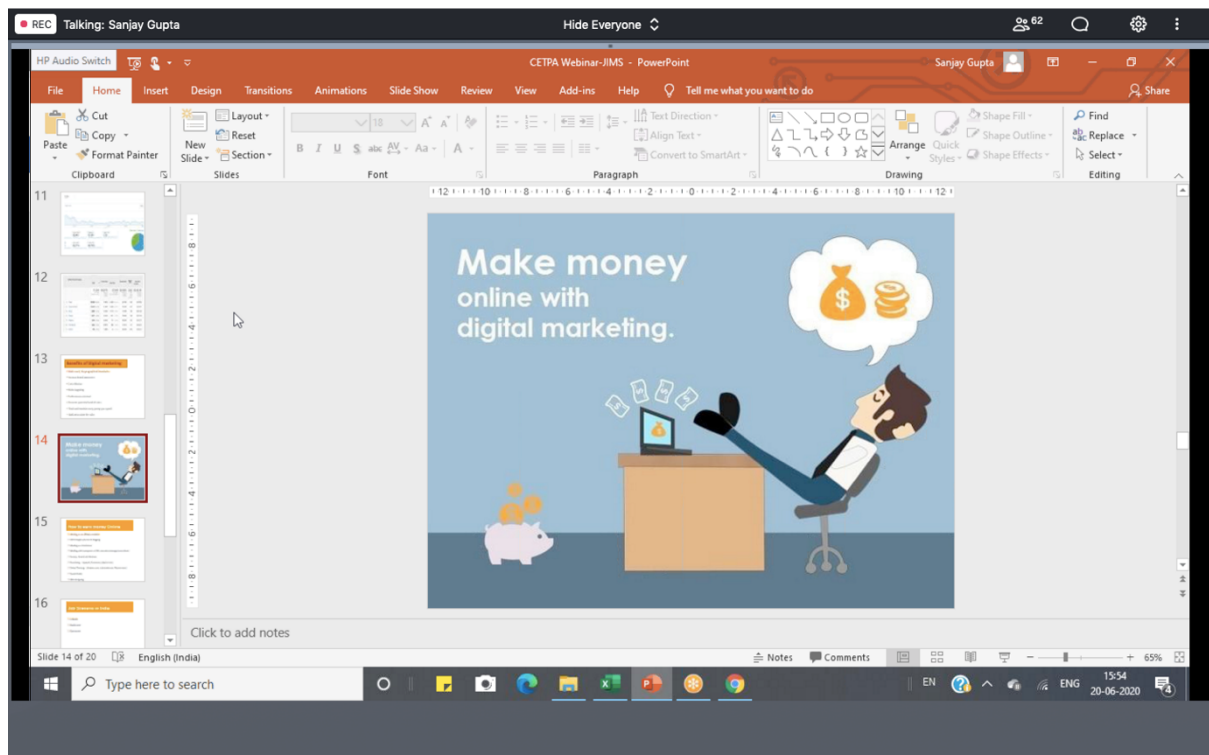


Students worked out the insights of marketing through hands on activities conducted by the resource person through Facebook, YouTube, Instagram and social networking sites which have a great importance in the world of Digital Marketing.



He showed students how they can publicize their brand in no time through various channels online. Important role played by websites was discussed in detail, ORM- Online Reputation Management and SEO- Search Engine Optimization were also the points under his delivery. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. He made the students aware of the importance of their clicks they do using smart phones.





Mr. Gupta spread awareness among students how can they earn money through good channels. He was very patient in answering the questions raised by the students.

He tried to convince the students to be more active and a keen observer, which would help them to identify problems persisting in the business to conceive their own innovative ideas for their digital marketing through experiential learning.

Dr.Rashi Gupta, Assistant Professor, BBA gave vote of thanks and expressed gratitude towards the guest for giving his valuable time to the students in a such situation of crisis and to JEMTEC for providing such a learning platform to the students.

Overall, it was highly interactive and learning session.