

JIMS 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

Session:	2020-21	Semester:	III and V
Event Date:	28-10-2020	Event Type:	Guest Lecture
Event Name/Title:	Guest Lecture on Digital Marketing		
Resource person Name	Ms. Pooja Goel	Resource person Organization	JEMTEC, Greater Noida
Organizing Department	Bachelor of Computer Application (BCA)	Organizing Student club / Society /Committee if any	NA

Event Report

Guest Lecture was organized for BCA IIIrd and Vth on Digital Marketing by Ms. Pooja Goel, Founder, Pink Collar Professionals.

Guest Lecture was conducted via Zoom on 28/10/20. The Lecture started at 1:35pm in which the speaker talked about Digital Marketing its scope and its different aspects. It was an interactive session. The speaker appreciated the students for having Youtube Channel and Instagram Page. The students also got their queries answered as well. In the end, TheHod, Dr. Ruchi Agarwal Delivered Vote of Thanks.

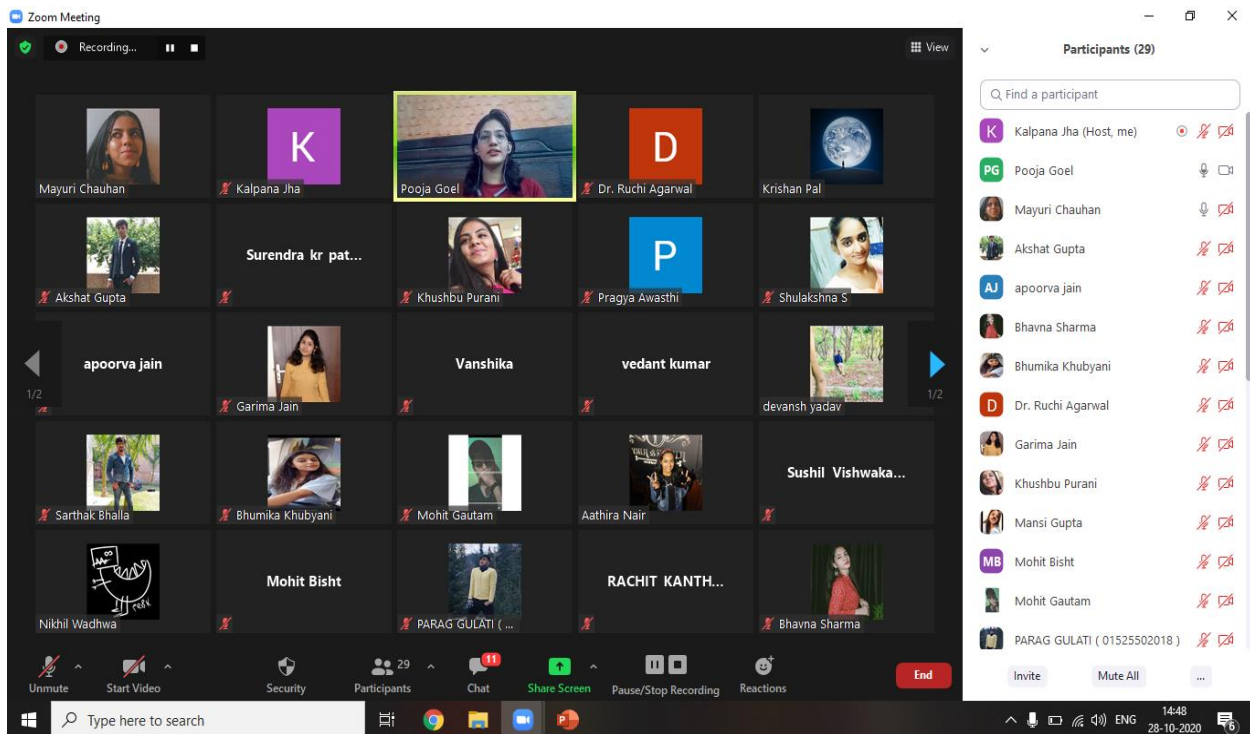
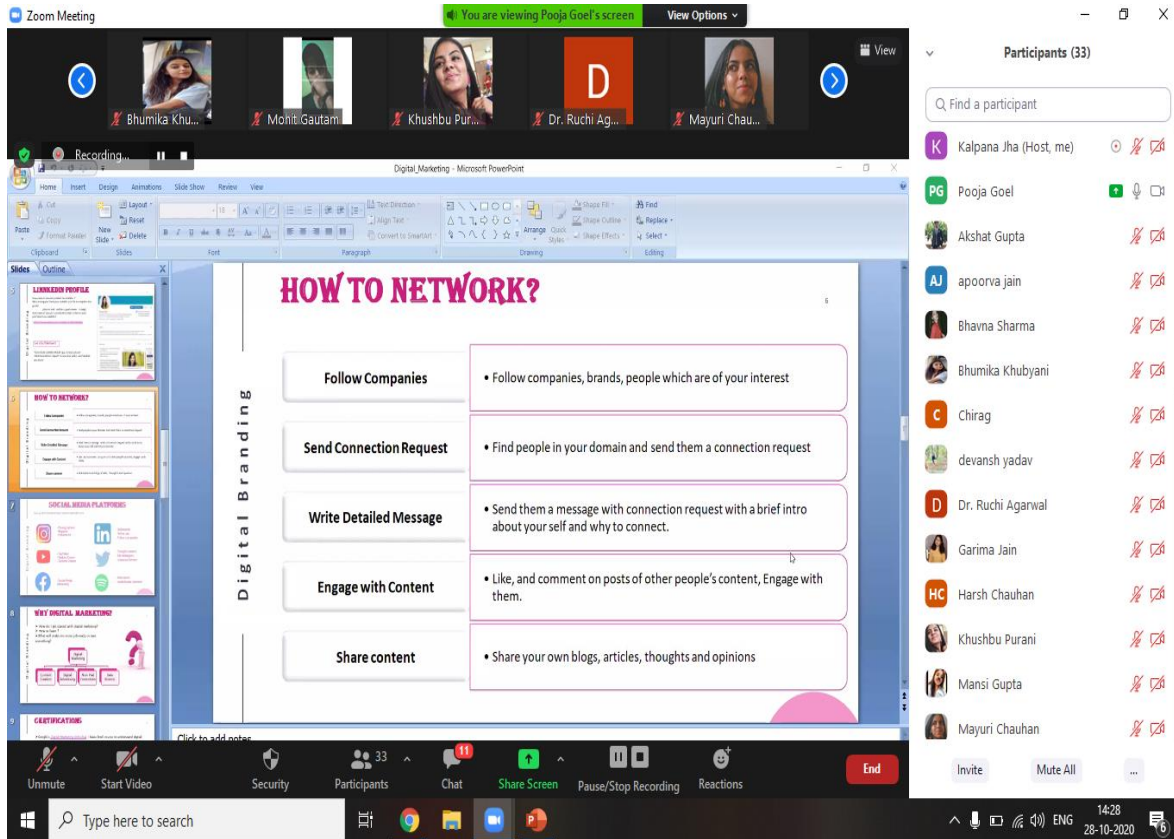
Overall it was a very interactive and informative session.

Total number of students:

Name of Students Coordinators

Enrollment No	Name
35125502018	Aathira
02525502019	Anay Dev

Photographs of Event



The image shows a Zoom meeting in progress. The main window displays a grid of 24 participants. The participants listed are: Pooja Goel, Kalpana Jha (Host), Dr. Ruchi Agarwal, Mohit Gautam, Garima Jain, Khushbu Purani, apoorva jain, Sushil Vishwaka..., Shulakshna S, Krishan Pal, Akshat Gupta, Vanshika, PARAG GULATI (...), Pragya Awasthi, RACHIT KANTH..., devansh yadav, Bhavna Sharma, Bhumika Khubyani, Mansi Gupta, Ishaan Oberoi, Aathira Nair, Mohit Bisht, Khushi Gupta, and Mayuri Chauhan. A chat window on the right shows a message from Bhavna Sharma to Everyone with a link to an Instagram post, and a message from Vanshika to Everyone with a link to a YouTube video. The Windows taskbar at the bottom shows the search bar, taskbar icons, and system tray with the time 15:18 on 28-10-2020.

**Signature of Faculty Coordinator
Ms. Kalpana**

**Signature of HOD
Dr. Ruchi Agarwal**