



Report on Webinar on Career Opportunities in Digital Marketing
Department of Management Studies in association with Exxelo Learning

Date of Event : August 16, 2021

Venue : Online Platform through Google Meet

The brochure features the university logo and text: "Department of Management Studies, Guru Ghasidas Vishwavidyalaya (A Central University) In association with Exxelo Learning Organizes a Webinar On Digital Marketing- Career Opportunities". It lists the date as 16 August 2021 (Monday) from 11:00 AM to 1:30 PM. The objective is to address the digital skills gap and provide career opportunities. It also lists the resource person, Mr. Sagar Shah Thakur, and GGV faculties, Dr. Biswadeep Mishra and Dr. Bobby B. Pandey. Contact details for coordinators are provided at the bottom.

"Brochure of Webinar on "Digital Marketing - Career Opportunities"

Details of Event Proceedings

Date (DD-MM-YYYY)	Details of the Session	Details of Resource Person	Number of Participants
16-08-2021	<p>Web Analytics</p> <p>How to promote advertisements in right manner on online platforms.</p> <p>How to target relevant audience eligible for your product.</p> <p>How to track and</p>	<p>Sagar Shah Thakur is a Google certified Digital Marketer with having 10+ years experience in Digital Marketing domain. Currently he is leading Exxelo Learning & Digital5x for the last 3 years and has trained more than</p>	49



maintain records of your own websites such as increasing traffic, daily views, etc: Few technical terms were also discussed in very simple language which can be easily understood.

3500+ trainees all over the globe. He has been guest orator at IIT Guwahati, IIM Shillong, IIT Delhi, FICCI & MSME

A Brief Abstract of the Event

The event started at 11:00 AM with a welcome speech by Miss. Ankita Mishra, Assistant Professor & Joint Coordinator of the event. She welcomed the honorable Vice Chancellor, respected Registrar Prof. Shailendra Kumar (GGV), Dean Prof. Manish K. Srivastava (GGV), resource person of the event Mr. Sagar Shah Thakur and Head of Department Dr. Biswadeep Mishra along with other faculty members and participants of the event.

The respected Dr. Bobby B. Pandey (Assistant Professor) addressed the participants with her inspirational words and briefed about the objectives of webinar and importance of digital marketing during COVID 19 phase. At the end she introduced the resource persons to the audience.

Prof. Manish K. Srivastava Dean (SOS Commerce and Management) addressed the audience and discussed about the vital role and functions of digital marketing in current scenario.

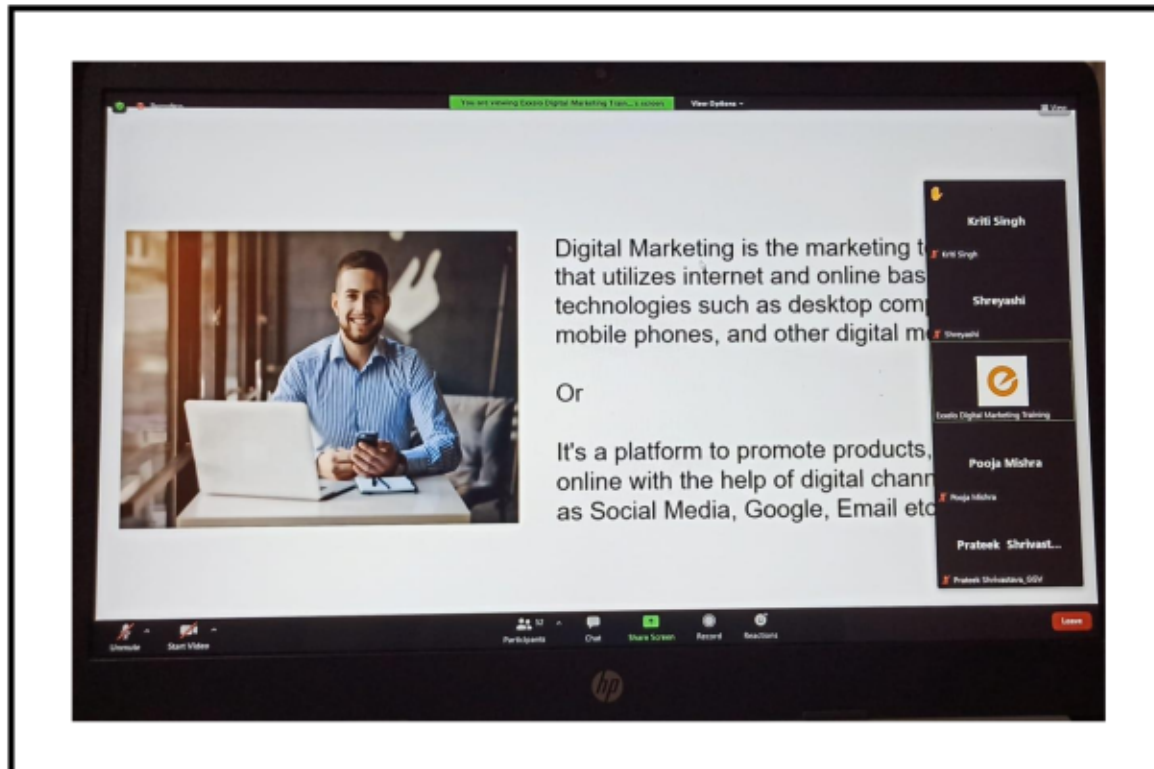
The main part of session was started at 11:30 AM when our speaker Mr. Sagar Shah Thakur started content dissemination on theme "Career Opportunities in Digital Marketing". Duration of session was approx 2 hours 30 minutes in which a detailed discussion was done on how students can grab the opportunities of employment and how they can generate income from various online platforms.

The students were participating and the enthusiasm of the audience was very high. The several important topics were discussed such as:

1. Web Analytics
2. How to promote advertisements in right manner on online platforms.
3. How to target relevant audience eligible for your product.

4. How to track and maintain records of your own websites such as increasing traffic, daily views, etc:
5. Few technical terms were also discussed in very simple language which can be easily understood.

The session was over at 2:00 pm with the vote of thanks given by Ankita Mishra.



Content dissemination on Career Opportunities in Digital Marketing in progress on 16th Aug, 2021


Number of Participants:

Total Number of Registrations- 66

Total Number of Participants: 49

Number of Faculty: 04

Number of Students: 45


अणुशु
HEAD
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