

INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Date: 10th October, 2023

Notice No.: 104

Workshop on "Digital Marketing"

Management Club of IITM is Organising a Workshop on "Digital Marketing" with the objective to help students in developing practical skills and understanding of digital marketing concepts, provide valuable insights into latest trends, tools and technologies in the digital marketing field.

Expected Outcome: Participants will be able to develop the ability to create and implement effective digital marketing strategies in decision making.

The details are as follows:

Resource Person: Prof. Somraj Bhattacharjee,

Assistant Professor, IILM Institute of Higher Education

Venue: Room No.205

Timings: 10:30 am to 11:30 am

Date: 17th October, 2023

Registration Link:

https://docs.google.com/forms/d/1CGugJScepAZ7GIdfQhjNzdGUTCQQ_IGMIJZfeYrpr1w/edit

Student Coordinators:

Revanth (MBA 2022-24 batch)

Mohd. Saami (MBA 2022-24 batch)

Saksham Rana (MBA 2022-24 batch)

Saaniya Tanwar (MBA 2022-24 batch)

Ms. Adeeba Khan, (MBA-2023-25 Batch)

Dr. Sunitha Ravi

Mr. Puneet Chawla

(Member)

Dr. Deepika Arora

(Coordinator)

Prof. (Dr.) Rachita Rana

(Director)

Rachita Rana

Dr. Rachita Rana

Director

Institute of Information Technology &
Management New Delhi



Institute of Information Technology & Management

Guru Gobind Singh Indraprastha University, New Delhi

Type of Event	Workshop		
Topic	Digital Marketing		
Duration (in hrs)	1 Hour (10:30 am to 11:30 am)		
Date(s) of Event	17 th October, 2023	No. of Participants attended	51

Brief Description of the Activity

Management Club of IITM organised a Workshop on Digital Marketing on 17th October, 2023 with the objective to help students in developing practical skills and understanding of digital marketing concepts, provide valuable insights into various digital marketing tools. The Resource Person for the workshop was Prof. Somraj Bhattacharjee, Assistant Professor, IILM Institute of Higher Education. During the course of the session, students were able to gain knowledge on various aspects of digital marketing, including insights into SEM (Search Engine Marketing) and SEO (Search Engine Optimization). Furthermore, students were able to develop an understanding of how SEO functions, the seven steps involved in optimizing a website for search engines, and the differentiation between paid and non-paid advertisements. In addition, students were introduced to the strategies employed by businesses to generate leads and achieve a prominent position in search engine results.



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 Dr. Rachita Rana
 Director
 Institute of Information Technology &
 Management, New Delhi





New Delhi, DL, India
 Jambhant, New Delhi, 110058, DL, India
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 10/17/2023 11:33 AM GMT+05:30
 Photo: Captured by GPS Map Camera



New Delhi, DL, India
 Jambhant, New Delhi, 110058, DL, India
 Lat: 28.610987, Long: 77.101965
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[Signature]
 21/10/23
 Dr. Sunitha Ravi
 Member-Mgmt. Club

[Signature]
 Dr. Deepika Arora
 Convenor-Mgmt. Club

[Signature]
 Prof. (Dr.) Rachita Rana
 Director

Rachita Rana
 Dr. Rachita Rana
 Director
 Institute of Information Technology &
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INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

ATTENDANCE SHEET

DIGITAL MARKETING WORKSHOP

RESOURCE PERSON: Prof. Somraj Bhattacharjee, Assistant Professor, IITM
Institute of Higher Education

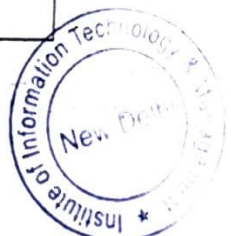
Date of Event: 17th October, 2023

S. No	Name of the student	Class & Semester	Signature of Student
1	NITISHA KUMARI	MBA I st	Nitisha
2	TRIPTI PRAKASH	MBA I st	Tripti
3	GEETIKA BHARDWAJ	MBA I st	Geetika
4	TARUN GROVER	MBA III rd	Tarun Grover
5	ANKUR	"	Ankur
6	HARSH	"	Harsh
7	AVNEESH KUMAR	"	Avneesh
8	Levanth J	"	Levanth
9	Saami Naser	"	Saami Naser
10	Tanu Sindal	"	Tanu
11	Saaniya Tanwar	"	Saaniya
12	Riya Chaudhary	"	Riya
13	Manish Pal	"	Manish
14	Adeeba Khan	MBA I st	Adeeba Khan
15	Anish Gorana	BBA	Anish Gorana
16	AYUSH KAPoor	BBA	Ayush Kapoor
17	Bhoomi	BBA	Bhoomi
18	Deepthi Jain	MBA I st	Deepthi Jain
19	Dhruv Gupta	BBA	Dhruv
20	DUSHYANT KUMAR	MBA I st	Dushyant
21	Geetika Bhardwaj	MBA I st	Geetika
22	Harshit Giridhar	BBA	Harshit
23	Nakul Sehgal	MBA I st	Nakul

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24	Nihsha Kumari	MBA I st	Nihsha
25	Parneet Kaur	BBA	Parneet
26	Saathak Tyagi	MBA	Saathak
27	SUYASH GOYAL	BBA	Suyash
28	tanuja Saneja	BBA	tanuja
29	TISHA AHWA	BBA	Tisha
30	tripti Prakash	MBA	tripti
31	Priya	MBA	Priya
32	Aparna Aparna	MBA	aparna
33	Anurag Mishra	MBA	Anurag M
34	Indrajeet Singh	MBA	Indrajeet
35	Saksham Rana	MBA	Saksham
36	Abhijeet Kumar	MBA II nd	Abhijeet
37	Hemant Berwal	MBA	Hemant Berwal
38	Manan Khurana	MBA	Manan Khurana
39	Mohd. Aman Ansari	MBA	
40	Deepanshu Tyagi	MBA	Deepanshu
41	Aman Yadav	MBA	Aman Yadav
42	Anany Sirha	MBA II nd	Anany
43	Anisha Gambhir	MBA	Anisha Gambhir
44	Cheshita Arora	MBA	Cheshita
45	Urvashi Arora	MBA	Urvashi
46	Paras Kumar	MBA	Paras
47	Aakriti Chauhan	MBA 3 rd	Aakriti
48	Dhruv Dhanwan	MBA 3 rd	Dhruv
49	Kamini Ghosh	MBA 3 rd sem	Kamini
50	Sonika	MBA 3 rd sem	Sonika
51	Neeti	MBA-III	Neeti
52	Rachita Rana		

Rachita Rana
Dr. Rachita Rana

Director

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CERTIFICATE OF APPRECIATION

This Certificate is awarded to

Avneesh Kumar

Mr./Ms.

Has successfully completed the **Digital Marketing Session** conducted by
IILM Institute for Higher Education, Lodhi Road New Delhi - 110003 on October 17th 2023.



Dr Seema Sahai
Professor & Dean, PGDM
IILM Institute For Higher Education

Principal
IITM Institute of Information Technology
and Management

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



CERTIFICATE OF APPRECIATION

This Certificate is awarded to

Ayush Kapoor

Mr./Ms.

Has successfully completed the **Digital Marketing Session** conducted by
IILM Institute for Higher Education, Lodhi Road New Delhi - 110003 on October 17th 2023.

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Dr Seema Sahai
Professor & Dean, PGDM
IILM Institute For Higher Education

Principal
IITM Institute of Information Technology
and Management

Feedback Form for Digital Marketing Workshop

(Academic Year: 2023-24)

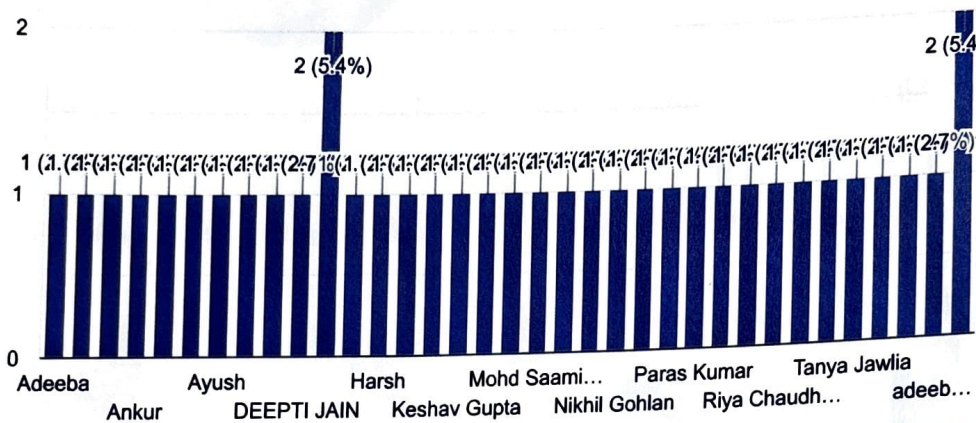
37 responses

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Name of Student

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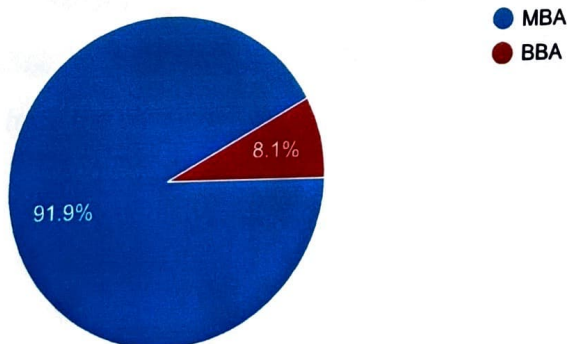
37 responses



Course

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37 responses



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 Dr. Rachita Rana
 Director

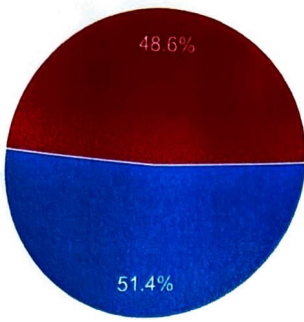
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Semester

37 responses

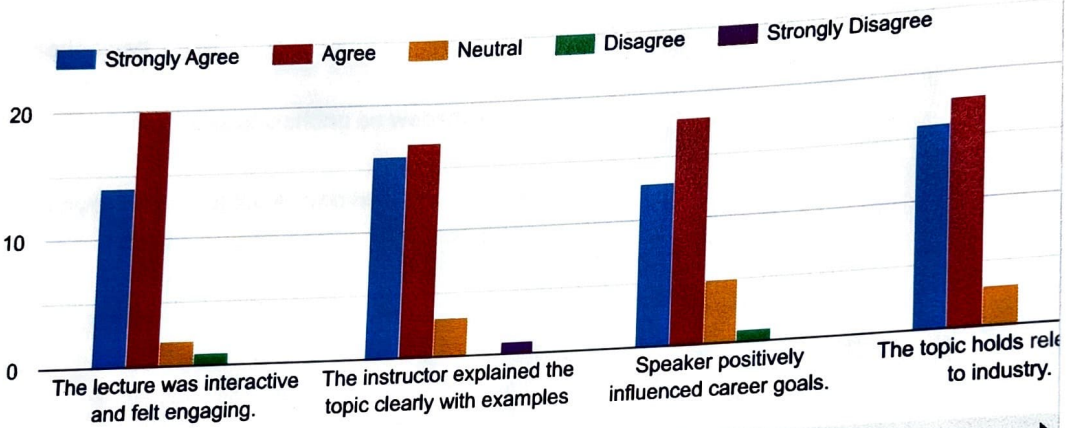
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● First
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Kindly give the feedback for guest lecture/seminar/workshop

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Takeaways from the session

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Dr. Rachita Rana
Director
Institute of Information Technology &
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What did you most like about the workshop?

16 responses

Presentation

The practical demonstration along with lecture delivery

Search Engine & Indexing Part

Information

Explained well

was easy to understand

Interaction part

Connecting with practical working on websites

Explaining through real life examples

Clarity

Topic

Nil

Everything

Explanation

The way of explaining about the topic and the use of examples

Everything

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Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



What aspects of the session could be improved?

16 responses

Nothing

Teaching Quality

The session was highly engaging and informative.

Timing of these type of session should be atleast 1hr. 30 min is not enough.

Session was a bit short. It would have been better if the session was a bit longer.

Na

Can be more interactive

Only Voice

These sessions could be done in auditorium for better sound and more people can attend it, or else they should use mic so that everybody is able to understand clearly what they are talking about. I feel disconnected even when the topic was interesting but the voice was not audible.

No improvement

Nil

Increase session time atleast 1 hour

Voice

The duration could be longer and there could be more use of examples

More Examples

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