



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGS IP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

“योगः कर्मसु कौशलम्” Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA. www.maims.ac.in

POWER WEBINAR AND QUIZ

“Digital Marketing - New Way to Career Acceleration”

7th August 2021

Under the Aegis of IQAC

In Association with ICT Academy

REPORT

Maharaja Agrasen Institute of Management Studies in association with ICT Academy organised **Power Webinar on Digital Marketing: A New Way to Career Acceleration** on 7th August 2021.

The Event started with a welcome address by Dr. Shilpee Aggarwal, Associate Professor who introduced digital marketing and its essence in this modern world, followed by theme address presented by Prof. (Dr.) Vijay Kumar Khurana, Head of Department- Business Administration, Coordinator IQAC. He highlighted the various initiatives undertaken by Maharaja Agrasen Institute of Management Studies in the recent years, faculty development programs, skill enhancement courses, webinars and power seminars for the faculty and students of MAIMS etc. Thereafter Prof. (Dr.) Ravi Kumar Gupta, Director - MAIMS addressed the audience with his insightful words.

This was followed by interactive session by the speakers Ms. Nidhi Hola, Director – Integrated Marketing, Microsoft Corporation India Limited, Ms. Saakshi Nagpal Manager Marketing - Napino Digital Solutions and Mr. Anand Babu Pushparaj Senior Manager - ICT Academy, Delhi.

Mr. Anand Babu sir on behalf of the ICT academy opened the panel discussion by asking the other speakers to give initial remarks on the title of the webinar i.e. Digital Marketing: A New Way to Career Acceleration. He threw light on some of the most commonly used terms in digital marketing like SEO and SEM, and viability of digital marketing as a career.

“Aadhar card nahi hain tho bhi chalegha but agar digital presence nahi hain tho nahi chalegha” said Ms. Saakshi Nagpal, who focused on digital marketing from a brand’s as well as customer’s perspective. She also threw light on the soft skills like influencing power and leadership qualities and hard skills like storytelling and drawing insight from data. She also mentioned the main characteristics of an entrepreneur i.e. ability to learn and clarity of conveying a message. To be in the digital marketing field one must be curious enough and ready to consume more and more knowledge about marketing.



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Ms Nidhi Hola shared her personal experiences about digital marketing. According to her, the core function of marketing is to integrate on the customer's journey. One should have a growth mindset and should be hungry always to learn. Purpose of every ecommerce business is to generate value by focusing on the customers through digital medium. Customer consent, fair policies and no false promises are important to gain customers' trust.

The event was followed by Question-and-Answer session in which the Speakers answered to various questions asked by the students and other faculty members regarding digital marketing and how to pursue a career in digital marketing.

It was followed by a Quiz which was conducted by Ms Meenakshi Gupta, Assistant professor. Participants namely Praveen Chaturvedi, Ankit Kumar and Abhishek Kumar Gupta were announced as winners of the quiz. The webinar ended with presentation of vote of thanks by Dr. Sushila Gupta, Assistant Professor.

Faculty Coordinators-

- **Dr. Sushila Gupta** (Assistant Professor – Business Administration)
- **Dr. Shilpee Aggarwal** (Associate Professor – Business Administration)
- **Ms. Meenakshi Gupta** (Assistant Professor – Business Administration)

Student Coordinators-

- **Mr. Alan Sebastian, Ms. Chestha Singh, Ms. Kirti Negi, and Ms. Sneha Sharma**

LIST OF QUIZ WINNERS

S. No.	Student Name	Program	Organization	Cash Prize
1	Mr. Praveen Chaturvedi	BBA	Kamal Institute of Higher Education	Rs. 500/-
2	Mr. Abhishek Kumar Gupta	BBA	MAIMS	Rs. 500/-
3	Mr. Ankit Kumar	BBA	MAIMS	Rs. 500/-



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Glimpses of the Power Webinar & Quiz

The image displays two screenshots from a Zoom meeting. The top screenshot shows a gallery view of 25 participants. The bottom screenshot shows a close-up of two participants, Saakshi Nagpal and Nidhi, with a chat window open showing messages from Shilpee Aggarwal and Sneha Sharma.

Participants (155)

Waiting Room (2) Message Admit all

Find a participant

Devangna

Riya Saini

In the Meeting (155)

- MEENAKSHI GU... (Host, me)
- Ravi kumar gupta (Co-host)
- Alan Sebastian (Co-host)
- Anand Babu | ICT Aca... (Co-host)
- CHESTA SINGH (Co-host)
- Kirti Negi (Co-host)
- Nidhi (Co-host)
- Saakshi Nagpal (Co-host)
- Shilpee Aggarwal (Co-host)
- Sneha Sharma (Co-host)

Chat

From Shilpee Aggarwal to Everyone:
Impressive knowledge..

From Sneha Sharma to Everyone:
Very informative !!!!!

Who can see your messages? Recording On

To: Everyone

Type message here

Go to Settings to activate Windows.



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Zoom Meeting

MEENAKSHI GU... MEENAKSHI GUPTA Alan Sebastian Anand Babu | ICT Acade... Shilpee Aggarwal CHESTA SINGH CHESTA SINGH

Recording...

Unmute Start Video Security Participants 161 Chat Share Screen Pause/Stop Recording Reactions More End

Participants (159)

Find a participant

Waiting Room (1) Message

SB Sabhya Bhatia

In the Meeting (159)

MG MEENAKSHI GU... (Host, me) [Mute] [Unmute]

AB Anand Babu | ICT Aca... (Co-host) [Mute] [Unmute]

N Nidhi (Co-host) [Mute] [Unmute]

Ravi kumar gupta (Co-host) [Mute] [Unmute]

AS Alan Sebastian (Co-host) [Mute] [Unmute]

CS CHESTA SINGH (Co-host) [Mute] [Unmute]

KN Kirti Negi (Co-host) [Mute] [Unmute]

SN Saakshi Nagpal (Co-host) [Mute] [Unmute]

Shilpee Aggarwal (Co-host) [Mute] [Unmute]

S Sneha Sharma (Co-host) [Mute] [Unmute]

SG Sushila Gupta (Co-host) [Mute] [Unmute]

Go to Settings to activate Windows. Invite Mute All

Type here to search

30°C Rain showers 3:39 PM 8/7/2021