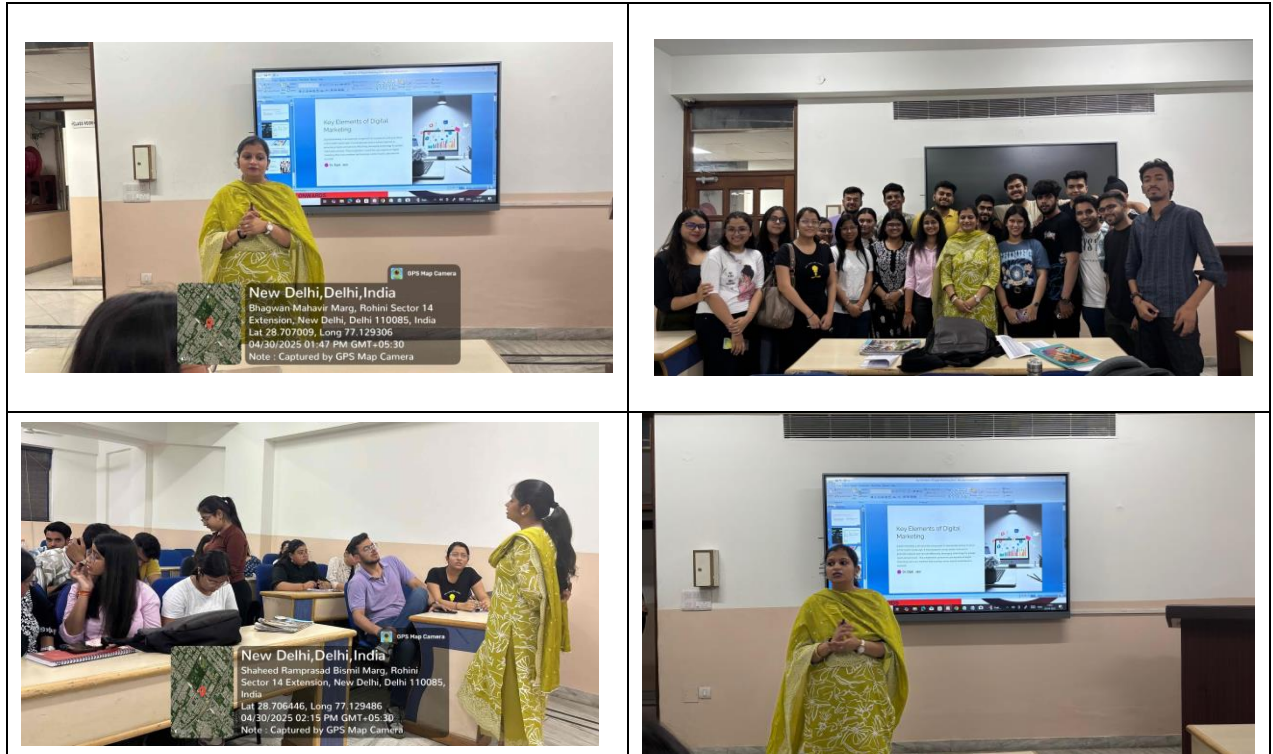


KEY ELEMENTS OF DIGITAL MARKETING

30TH APRIL 2025 (WEDNESDAY)



The IIC session titled “Key Elements of Digital Marketing” was conducted at Gitarattan International Business School (GIBS), Rohini, on 30th April 2025 for BBA E6A students. The session aimed to provide a comprehensive understanding of the rapidly evolving digital marketing landscape, equipping participants with the knowledge and tools necessary to enhance online presence, engage customers, and drive business success. The resource person for the session was Dr. Dipti Jain, Associate Professor, GIBS and an expert in marketing strategy, who brought her extensive experience and industry insights to the session.

Dr. Jain led a highly interactive and informative session covering crucial aspects of digital marketing such as Search Engine Optimization (SEO), content marketing, social media strategies, email marketing, Pay-Per-Click (PPC) advertising, and data analytics. Through real-world case studies, demonstrations, and discussions, she explained how businesses can design and implement effective digital marketing strategies.

The primary objective of the session was to introduce participants to the core components of digital marketing, their significance and insights into effective digital marketing strategies that drive business success. Dr. Dipti Jain emphasized the role of digital tools in building brand value, customer trust, and competitive advantage in today's technology-driven marketplace. She guided students on leveraging digital marketing certifications and platforms like Google Analytics, LinkedIn Ads, and Mailchimp. The session encouraged participants to pursue continuous learning and adapt to changing digital trends and algorithms.

An engaging Q&A session followed, where students clarified their doubts about career opportunities in digital marketing, tools to get started, and how to build a digital marketing portfolio. The session significantly enhanced students' understanding of data-driven marketing and empowered them to apply these strategies in real-world scenarios.

FLYER OF THE EVENT



TYPE OF EVENT	IIC
VENUE	Room No. 301
TIME & DURATION	2:30P.M.-3:30P.M
CONDUCTED BY	IIC
ORGANISED FOR	BBA E6A (SEMESTER 6)
NAME OF THE COORDINATOR	Ms. Prerna Jain
ATTENDANCE	41
RESOURCEPERSON	Dr. Deepti Jain, Associate Professor, GIBS

OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To introduce participants to the core components of digital marketing and their significance. 2. To provide insights into effective digital marketing strategies that drive business success. 3. To explore the role of data analytics in measuring digital marketing performance. 4. To discuss emerging trends in digital marketing, such as influencer markets and AI-driven marketing.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Participants gained clarity on core digital marketing concepts. 2. Students understood how to apply SEO, social media, and PPC strategies effectively. 3. Attendees explored the use of analytics for data-driven decisions. 4. Students became aware of emerging innovations in digital marketing.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/AUATqD7Jg7w

PREPARED & SUBMITTED BY: Ms. PRERNA JAIN, ASSISTANT PROFESSOR, CMS-GIBS