

SHYAM LAL COLLEGE, UNIVERSITY OF DELHI

SLC PLACEMENT CELL

DIGITAL MARKETING AND ITS IMPORTANCE

Jan 24, 2017

On 24th January 2017, the SLC Placement Cell in association with Times Pro organized an interactive session on "Digital Marketing and its Importance" in the College from 12.30 PM to 2.00 PM. The seminar was addressed by the guest speaker Mr. Kanishk Matta who is currently working with E-Quest. Our Respected Principal Sir, Prof. Rabi Narayan Kar graced the event which was chaired by Convenor of the Placement Cell, Mr. Anil Khurana. The students and Faculty members of the Placement Cell were the part of the interactive event. The speaker was welcomed and presented with a bouquet by our Principal Sir. The seminar kicked off with an introduction of the term "Digital Marketing" followed by a detailed presentation on the same. The key differences between Traditional and Digital marketing were highlighted in the session and the reasons for the cost-effectiveness and the success of digital marketing in the present era were also explained. The speaker explained thoroughly about the significance of making presence on digital media platforms and Search Engine optimization for any organization followed by the ways of doing the same. The participants were able to know the technical aspects of digital marketing as well. Further, the speaker presented some digital marketing strategies opted by Samsung, Starbucks and McDonalds. This helped the students to understand the concept and importance of digital marketing better. The students participation was very active and enthusiastic which made the session a true success. The students clarified their doubts related to the topic of the session. This session was special in itself as the discussion was accompanied by appropriate examples and amazing demos. Altogether session was very interactive and it created a sense of awareness among students. After the splendid interactive session, Dr. Simple Arora, delivered the Vote of Thanks. The event was attended by 62 students.



SLC (University of Delhi)

Shyam Lal College



Placement Cell

Interactive Session On

**Digital Marketing
and it's
Importance**

24 January, 2017

Mr. Anil Khurana
(Convenor)

Prof. Rabi Narayan Kar
(Principal)

For Any Queries

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