

DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

DEPARTMENT OF CIVIL ENGINEERING

One Day Workshop on “Digital Marketing”

Dated: 28th August’ 2021

Department: Department of Civil Engineering

Objectives: To brief students about the Digital Marketing strategies

Speaker: Mr. Sanjay Gupta, Sr. Digital Marketing Consultant, Careerera

Activities Undertaken: The Department of Civil Engineering, ADGITM, conducted a Workshop on “Digital Marketing”. The guest speaker, Sr. Digital Marketing Consultant, Careerera shared his insights on the topic. The session witnessed participation of faculty members, final year, third year and second year students from the Department. A total of 100 participants attended the session. The session was concluded with an interaction between participants and the guest speaker.

Resource Persons: Prof. (Dr.) Sanjay Kumar, Mr. Ankur Tayal (HOD), Ms. Aarushi Gupta and Mr. Ankit Yaduvanshi (Event Coordinator(s))

Outcome: The session opened with basic discussion on Digital Marketing and Components of Marketing. Further, the discussion continued on topics such as Pre-Requisites of Digital Marketing, CTA, Digital Marketing process, Advantages of Digital Marketing over traditional marketing, Search engine optimization etc. Sir, shared his knowledge and experience in the field with students and encouraged young engineers to work hard and use this tool to their advantage as an aid in their success.

Beneficiaries: Faculty members and students from Department of Civil Engineering, ADGITM

Dr. Akhilesh Das Gupta Institute of Technology & Management
New Delhi
(formerly Northern India Engineering College)
Approved by AICTE & Affiliated to GGSIP University BBD GROUP
FC - 26, Shastri Park, New Delhi 110053

Department of Civil Engineering
Organizes
One Day Workshop
on
DIGITAL MARKETING

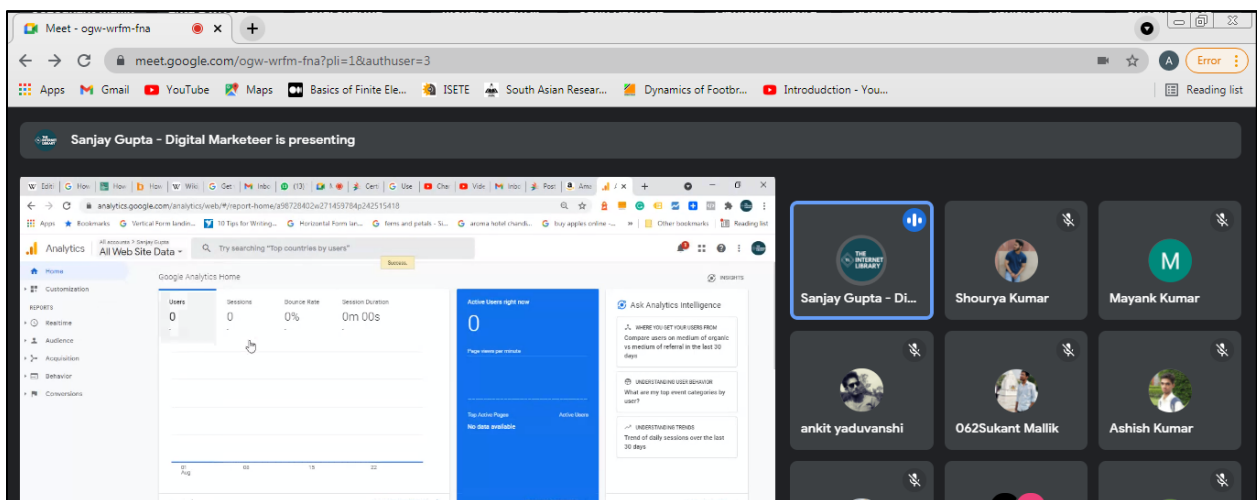
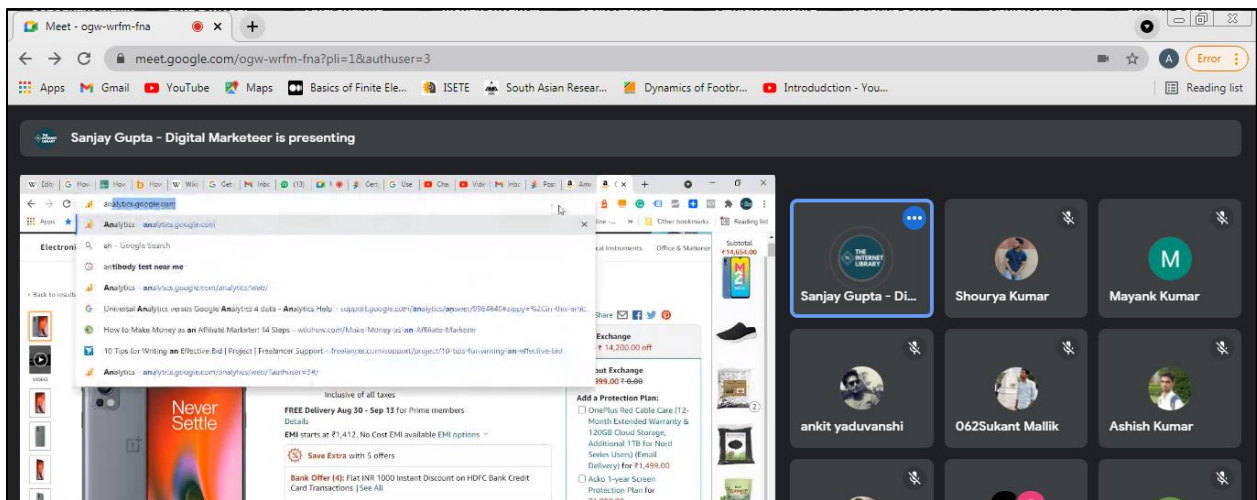
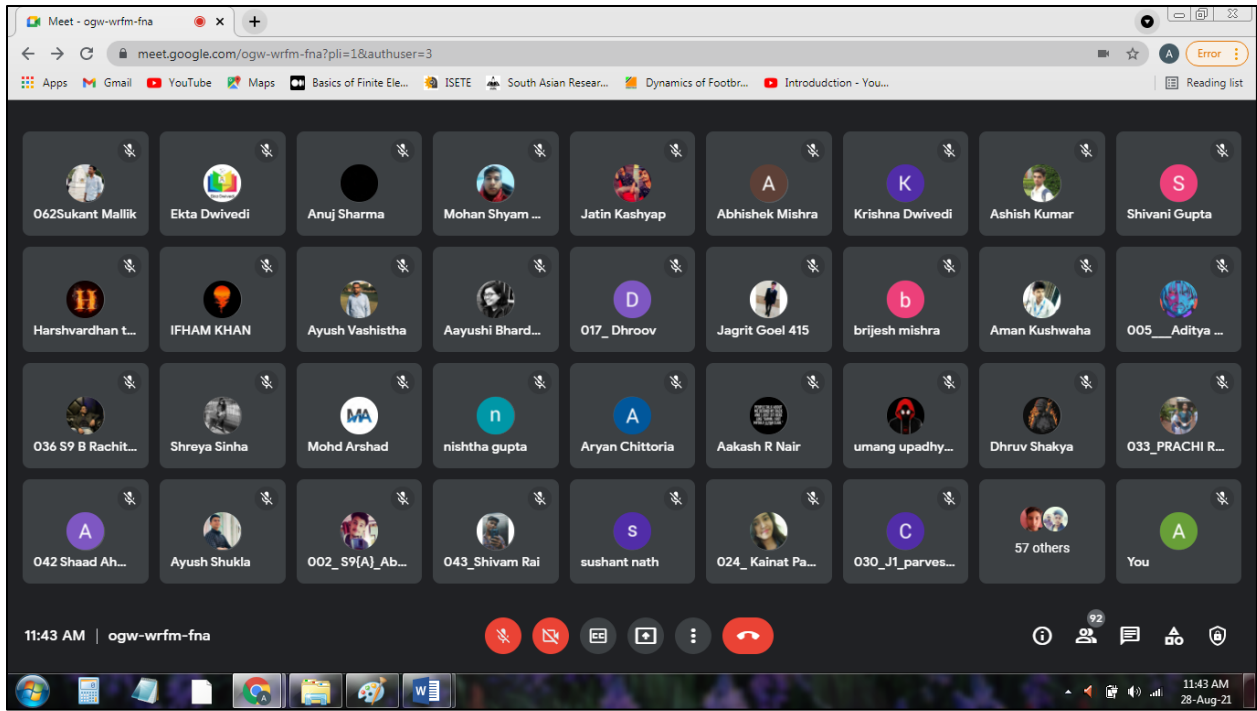
IN ASSOCIATION WITH **CAREERERA**

11:30 AM Onwards,
28th August 2021
Venue: Google Meet

Scan code & Join us!

ORGANISING COMMITTEE:
MR. ANKUR TAYAL
(HOD, CIVIL)
MS. AARUSHI GUPTA
MR. ANKIT YADUVANSHI
(EVENT COORDINATOR(S))

Poster of One Day Workshop on “Digital Marketing” by Careerera



Faculty Members and Students, Department of Civil Engineering, ADGITM during the session

Facebook interface showing a post from ADGITM formerly Northern India Engineering College, New Delhi. The post is dated 28th August 2021 and is from the Department of Civil Engineering. It announces a One Day Workshop on Digital Marketing, organized in association with Careerera. The workshop is scheduled for 11:30 AM onwards on 28th August 2021, with the venue being Google Meet. The organizing committee includes Mr. Ankur Toyal (HOD, CIVIL), Ms. Aarushi Gupta, and Mr. Ankit Yaduvanshi (Event Coordinator). The post also includes a QR code for scanning and joining the workshop.

ADGITM formerly Northern India Engineering College, New Delhi

Dated: 28th August 2021
 Department: Department of Civil Engineering
 Objectives: To brief students on Digital Marketing towards Entrepreneurship.
 Speakers: Mr. Sanjay Gupta, Sr. Digital Marketing Consultant, Careerera
 #ADGITM #ADGITMDelhi #BBDGroup #Marketing #digitalmarketing #civilengineering

Dr. Akhilesh Das Gupta Institute of Technology & Management
New Delhi
 (formerly Northern India Engineering College)
 Approved by AICTE & Affiliated to GGSIP University BBD GROUP
 FC - 26, Shastri Park, New Delhi 110053

Department of Civil Engineering
 Organizes
One Day Workshop
 on
DIGITAL MARKETING
 IN ASSOCIATION WITH **CAREERERA**

11:30 AM Onwards,
28th August 2021
Venue: Google Meet

Scan code & Join us!

ORGANISING COMMITTEE:
 MR. ANKUR TAYAL
 (HOD, CIVIL)
 MS. AARUSHI GUPTA
 MR. ANKIT YADUVANSHI
 (EVENT COORDINATOR)

Placement Contact: Type a question

About: ADGITM formerly known as NIEC was established by BBDES in the year 2003. ADGITM is among the top engineering and management institute in Delhi/NCR. Dr Akhilesh Das Gupta Institute of Technology & Management (formerly NIEC), New Delhi was established by BBDES, LUCKNOW in the year 2003. ADGITM has a... See More

10,819 people like this including 5 of your friends
 10,900 people follow this
 36,676 people checked in here
<http://www.adgitmdelhi.ac.in/>
 011 4990 5900
 Send Message

Social Media post