



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Report on

Title of the Event- Career Counselling Session on Digital Marketing

Date: Friday, 3rd November 2023.

Venue: Room No. A 208, A Block, K.R. Mangalam University.

Event Type: Career Counselling Session

Mode of Activity: Offline

Resource Person: Ms. Neha Aggarwal, Founder Digi Acai, Gurugram

Target Group: Students of SOHS KRMU

Coordinators: Mr. Deepak Kumar, Dr. Shivani Wadhwa, Ms. Rohini Kumari, Dr. Kartika Saharan, Ms. Apoorva Hooda

Student Coordinators: Mehak Taneja, Moksha Pabreja, Aastha Jha

Organized by: SOHS Number of Participants:

Introduction:

The School of Humanities organized "Career Counselling Session on Digital Marketing" on 03-11-2023. The esteemed speaker was Ms. Neha Aggarwal, Founder Digi Acai, Gurugram having more than 14 years' experience in SEO and Content Marketing. The Honorable Vice Chancellor, Professor (Dr.) Ankush Mittal, K.R. Mangalam University and the speaker had a fruitful exchange of insights and perspectives viz.-a-viz. the paramount role of digital marketing in the contemporary landscape.

Objectives:

- To provide guidance and assistance for the students to achieve their career goals.
- To create awareness among students regarding available career options and help them in identifying their career objectives.
- To help students share knowledge about themselves by identifying skills, and interests.

Methodology: Acquainting students with the nuances of digital marketing through an expert session with business professionals who share their expertise from day-to-day business and their own personal success stories along disseminating basic standards of business ethics, ways of conducting transparent business as well as the basic requirements for legislation.

Content:

The session was truly intriguing wherein Ms Agarwal shared her remarkable career journey, evolving from an engineer into an accomplished digital marketing expert. She also delved into the dynamic realm of current career opportunities within digital marketing, emphasizing the critical aspects of SEO for social media and the pivotal role of understanding one's target audience in the digital marketing domain. The session also served as a platform for discussions with students on the significance of internships in digital marketing and explored the possibilities of collaborative efforts for the advancement of rural development. The exchange of ideas and experiences throughout the event were enlightening and left students with valuable insights and knowledge. Students and faculties posed several questions such as the ideal length of videos to be shared on different social media platforms, how to create one's own domain, and many more. The session reached its conclusion with a gracious vote of thanks delivered by Mr. Rajiv Ranjan, Assistant Professor, School of Humanities, expressing gratitude to all participants for their active engagement in this enriching discourse.

Outcomes:

- Identify and research a wide variety of career fields and opportunities in digital marketing.
- Gain experience and insights through site visits, job shadowing and internships.
- Marketing oneself effectively to prospective employers.
- Identification and usage of relevant tools in the job search, including activating professional networks.

Conclusion:

Digital marketing is an ever evolving and dynamic field of marketing. As technology advances and marketing tools become more sophisticated, the need for digital marketers to stay ahead of the curve is essential. Understanding the importance of digital marketing, its various types and tools, as well as how to develop a successful digital marketing strategy, will help any business or

organization reach their goals. Digital marketing is not just about creating content, but also about understanding the customer journey and developing a plan that will be effective in reaching the target audience. To be successful, students must remain agile and stay up to date with the latest trends and changes in the field. Students from diverse courses can pursue digital marketing as a creative career since it has a broad horizon which can be opted by anyone who is willing to devote their efforts and hard work in this field. It is perfect for businessmen, entrepreneurial, working professionals as well as graduates.





