

JIMS ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

Session:	2020-21	Semester:	II
Event Date:	July 23, 2021	Event Type:	Alumni Guest Lecture
Event Name/Title:	<i>Digital Marketing</i>		
Resource person Name	Mr. Amit Chauchan	Resource person Organization	NA
Organizing Department	BCA	Organizing Student club / Society /Committee if any	<i>Alumni</i>

Event Report

The Alumni Guest Lecture on “***Digital Marketing***” was organized by BCA department. The session was conducted by Mr. Amit Chauchan, Batch (2017-2020)

Guest lecture was conducted via zoom app. The details are as follows-

The online link:

<https://zoom.us/j/92282767962?pwd=eUNuRnk3NXlWSGJlckIvam5tR1lCdz09>

Meeting ID: 922 8276 7962

Passcode: 3XNs06

The session started at 2:30 PM. The lecture was nearly 2:00 Hour long. Mr. Amit Chauchan talked about different web marketing strategies. Mr. Amit Chauchan discussed many real challenges encountered in online shopping through e-commerce sites. He explained many technical online web courses. Mr. Amit Chauchan provides the link of many online e-learning sites. Mr. Amit Chauchan motivate all the students to work hard. Students enjoyed the session. They interact and discussed about real web application.

The overall session was really beneficial for all year of BCA students.

Total present students: 14

Name of Students Coordinators

S.N.	Name
1	Sweta
2	Aditya Narayan Singh

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Event Photographs:



Dr. Sanjeev Kumar Punia
(Faculty Coordinator)

Dr. Ruchi Agarwal
(HOD)