

TEACHER'S ACTIVITY REPORT 2020 - 2021

FACULTY: Dr Shruti Mathur DEPARTMENT/ COMMITTEE Commerce

IQAC ACTIVITY No: SVC/2019-20/COM/SM/17

NAME OF THE ACTIVITY: Digital Marketing Workshop			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
8th October 2020		E CELL	DR SHRUTI MATHUR & DR POOJA JAIN
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
4:00 pm	Google Meet	250	Online
SUPPORT/ASSISTANCE:	Sri Venkateswara College		

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. -)::

TOPIC/SUBJECT OF THE ACTIVITY	Digital marketing workshop
OBJECTIVES	To develop the learning curve among students with updated technology involving Facebook and google using various features like google ads and google adverb.

METHODOLOGY	Through an interactive webinar by Mr. Arokia Vimalan, one of the finest digital marketers of India.
OUTCOMES	The google meet witnessed 200 active participants learning and interacting with the host.

PROOFS & DOCUMENTS ATTACHED (Bold the proofs attached):

Notice & Letters ✓	Student list of participation	Activity report ✓	Photos ✓	Feedback form
Feedback analysis	News clip with details	Certificate	Any other	

IQAC Document No: SVC/2019-2020/COM/SM/17	Criterion No:	Metric No:
Departmental file no	IQAC file No;	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
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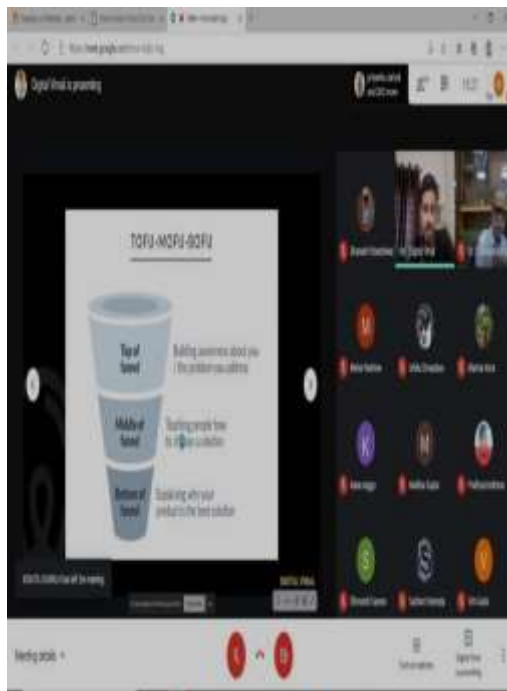
For Reference

Criterion I	Curricular Aspects (planning & Implementation)		Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation		Criterion VI	Governance
Criterion III	Research, Innovations & Extension		Criterion VII	Institutional Values & Best Practices

08/10/20



He managed to explain the importance of copywriting on Facebook and shared some crucial tips on how to make ads more attractive to your target audience by adding visuals, using easy language, short content and much more. He highly focused on the audience - specific ads and spoke about Facebook Ads library and its use for making ads more unique. The workshop was highly interactive throughout and the last 20 minutes were kept for direct Q&A with Mr. Vimal. The chatbox was flooded with questions and he went on to answer all of them. All inclusive, the workshop was extremely helpful, informative and illuminating for all the attendees.





SRI VENKATESWARA COLLEGE
(University of Delhi)

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Shri D. Venkat Ramana
A.O (I/C)

This is to certify that the Activity report (Teacher/Department /Society/Association) has been submitted for documentation to IQAC, Sri Venkateswara College, University of Delhi.

N. Latha

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