

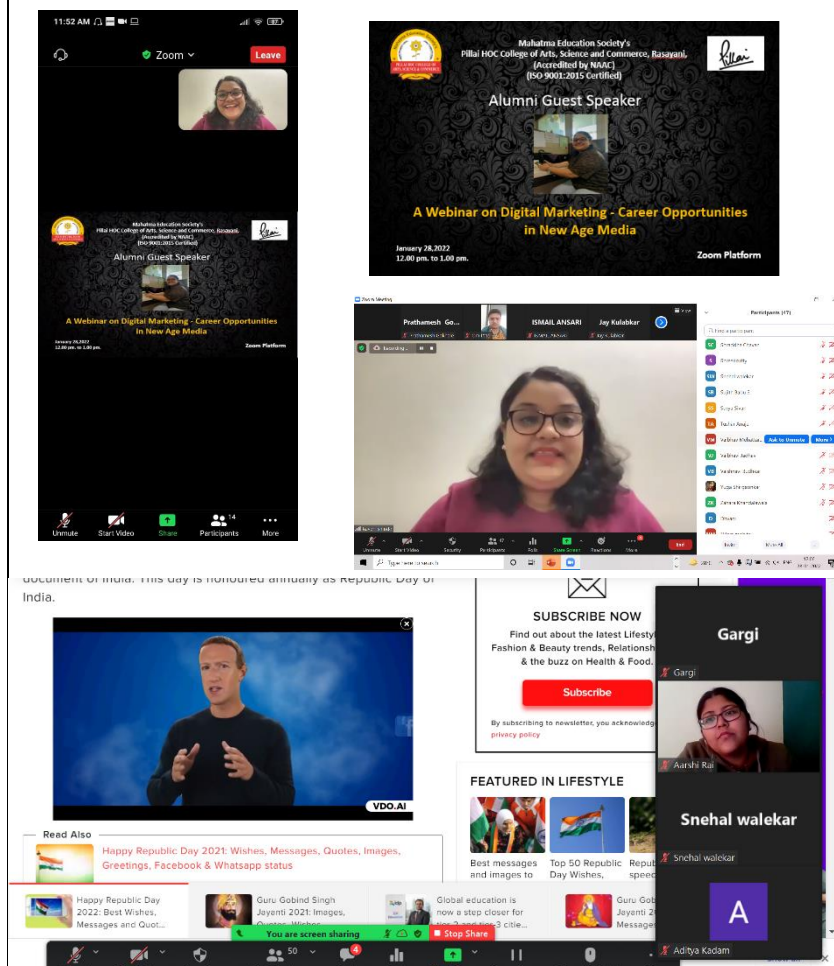
## TrackAct - Activity Tracker

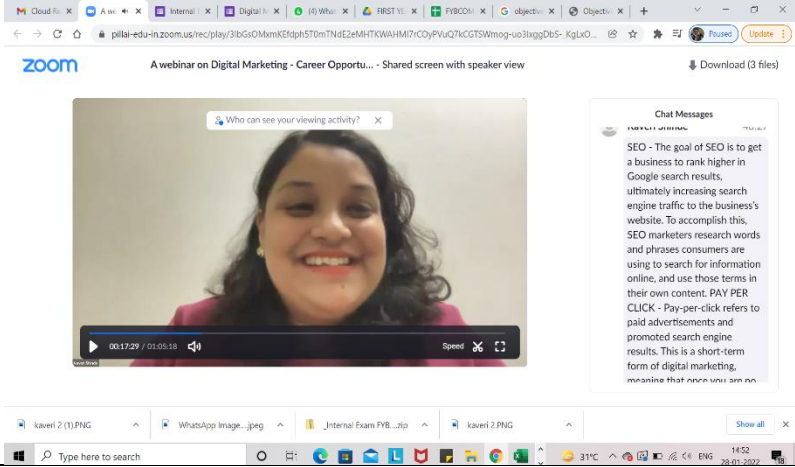
<b>Name of the event :-</b>	Digital Marketing - Career Opportunities in New Age Media
<b>Conducted by:-</b>	Faculty of Arts in association with Internal Quality Assurance Cell (IQAC) of Pillai HOC College of Arts, Science and Commerce (PHCASC), Rasayani
<b>Date:-</b>	January 28, 2022
<b>Venue/ Online Platform:-</b>	Zoom
<b>Activity Falls under Criterion/Criteria:-</b>	Criterion V
<b>Convenor:-</b>	Asst. Prof Prathamesh Gokhale
<b>Co-Convenor:- - (if any)</b>	_____
<b>Number of participants benefited:-</b>	38
<b>Report:-</b>	Faculty of of Arts in association with Internal Quality Assurance Cell (IQAC) of Pillai HOC College of Arts, Science and Commerce (PHCASC), Rasayani,

successfully organised a Webinar on Digital Marketing - Career Opportunities in New Age Media as a part of it's alumni association programme. An Alumni from our institute Ms. Kaveri Shinde of BAMMC programme was invited as a alumni guest speaker to conduct interactive session on the above-mentioned topic. The objective of the webinar was to create awareness about new age media and guide students on the steps and strategies to become efficient digital marketing professionals. As a result, the speaker vital inputs on tools used in digital media and clarified terms used in digital media so that the aspiring students can understand the topic in a better way. The speaker also discussed on strategies and techniques used on digital platforms in order to promote products and services. The webinar covered wide range of topics including tips to become an effective digital marketer. The students had a wonderful interactive session with alumni who spoke about her professional experience and gave important tips for the aspirants.

The session concluded with positive feedback from the students.

### Photos:-



	 <p>The screenshot shows a Zoom browser window. The title bar indicates it's a 'Shared screen with speaker view'. The main video area shows a woman speaking. A chat window on the right contains the following text: 'SEO - The goal of SEO is to get a business to rank higher in Google search results, ultimately increasing search engine traffic to the business's website. To accomplish this, SEO marketers research words and phrases consumers are using to search for information online, and use those terms in their own content. PAY PER CLICK - Pay-per-click refers to paid advertisements and promoted search engine results. This is a short-term form of digital marketing, meaning that once you are no...'. The bottom of the browser shows a Windows taskbar with various icons and a search bar.</p>
<p><b>Drive Link</b></p>	<p><a href="https://pillai-edu-in.zoom.us/rec/share/XyOXDv-TzFyeiQswM4ltnATizTuBdrsCGaezQFd1cQt4xEDm5BoSAFAT65HifFsQ.o_pZzbn5vwEiY4b3">https://pillai-edu-in.zoom.us/rec/share/XyOXDv-TzFyeiQswM4ltnATizTuBdrsCGaezQFd1cQt4xEDm5BoSAFAT65HifFsQ.o_pZzbn5vwEiY4b3</a> (Passcode: FZT5y3B?)</p>