

**AMITY BUSINESS SCHOOL(ABS)**

**AMITY UNIVERSITY HARYANA, (AUH), MANESAR**

**REPORT ON CORPORATE PROGRAM HELD ON 15.SEPTEMBER.2016. AT AMITY UNIVERSITY, HARYANA, MANESAR CAMPUS, AUDITORIUM, B BLOCK FOR ALL MBA AND BBA FINAL YEAR STUDENTS:**

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**CORPORATE CONNECT: GUEST CORPORATE SPEAKER:** Ms Archana Arora, Founder & Director, ANTS Digital, On Topic: Career Opportunities in Digital Marketing.

**CORPORATE CONNECT: ABS CO-ORDINATOR:** Ajay Kumar Pandey

CRC CO-ORDINATOR: Ankur Gupta

| S.NO | TIMING         | CORPORATE CONNECT PROGRAM         | PROGRAM DESCRIPTION                                                                                                                                                                                                                                                                         | OUTCOME                                                                                                                          |
|------|----------------|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 1    | 10:00-10:15 AM | Welcome Note                      | Faculty co-ordinators welcomed Ms Archana Arora                                                                                                                                                                                                                                             | Session began on the welcome note                                                                                                |
| 2    | 10:15-11:45 PM | Introduction to digital marketing | The session started with an introduction to digital marketing and scope of a career in digital marketing                                                                                                                                                                                    | students were able to comprehend the scope of career opportunities in digital marketing                                          |
| 3    | 11:45-12:45 PM | Industry aspects                  | This session enhanced the awareness of the current trends in the Indian digital market. Ms Arora discussed the benefits of career in digital marketing, opportunities in India specifically, the top 8 digital marketing firms offering career and how to get a career in digital marketing | This was the major take away part of the entire session where students knew what it takes to build a career in digital marketing |

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| 4 | 12:45-1:00 PM | Thank you note | Faculty co-ordinators thanked Ms Arora | Session ended with some excellent take aways |
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