

Directorate of Outcome
Outcome Report
Event/Activity Organized @AUH

7. **Event Type:** Seminar

Event Title: Digital Marketing

Details of Speaker/Resource Person: Mr.Abhijit Bakale, Network Engineer and Digital Marketing Expert, Aprton Solutions Pvt. Ltd, Gurgaon

Date: 25.09.18

Venue: C-214

Organized by: CSE, ASET

Faculty Coordinator(s): Ms.Charu Jain, Ms.Aarti Chugh, Asst. Prof., CSE

Participation: :Ist Session: M.Tech (NCS) III,BCA+MCA IX, MCA-V, BTech CSE V Sec A

Ind Session: BTech CSE V Sec B, BSc(IT)- 5th Sem, BCA-5th Sem, BCA+MCA-5th Sem

Total Strength:108

Purpose of Event:Aim is to make students aware of Digital Marketing concepts, challenges and demand as per IT companies, Students will be given a demonstration of how to work on Google Adwords.

Point wise highlights of the Event:

Mr.Abhijit started seminar by having a discussion on Marketing Strategies used in previous days and today. Hence students were involved right from beginning. Then, he explained basics of digital marketing, how one can advertise on famous social sites etc. He gave demonstration of Google Adwords. Finally, session ended with question/answer.

Outcome of the Event with Time Line (Proposed/Achieved)

(Provide suitable details wherever applicable)

26. Outcome related to Academia Connect		
p) Collaborations for Research Papers/Conference Papers/ Book Chapter etc	Y/N	N
q) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Y/N	<i>Our students often go for summer internship at Aprton Pvt. Ltd.</i>
r) Collaboration for Funded Projects.	Y/N	N
27. Outcome related to Industry Connect		
u) Placement	Y/N	<i>The company provides guidance for placement.</i>
v) Collaborations for Research Papers	Y/N	N
w) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments.	Y/N	N
x) Collaboration for Funded Projects.	Y/N	N
28. Outcome related to Society Outreach		

k) Benefit to society in terms of Health & hygiene	Y/N	N
l) Benefit to society in terms of Education	Y/N	N
29. Outcome related to Students Learning & Grooming		
<i>Students learned about digital marketing and Google Adwords. They become aware of scope of jobs in Digital Marketing.</i>		
30. Any other		

Enclose event report along with glimpses of the event(Photographs)



25/09/18

Enrollment No.	Name	COURSE	Sem	Signature
AS0122516002	Rahul Kumar	B.Tech CSE MBA	4 th	Rahul k
AS0105216007	Hazig Rabiat	B.Tech CSE	V	Hazig
AS0177516002	Jyoti Gupta	B.Tech (SE)	V th	Jyoti
AS0177516001	Hafizy Humayun	B.Tech (SE)	V th	Hafizy
AS1405216015	Anmol Srivastava	B.Tech (CSE)	V th	Anmol
AS1405216026	Sumit Kumar	B.Tech (CSE)	V th	Sumit
AS0105216004	Jakshi Choudhary	B.Tech (IT)	IV th	Jakshi
AS0105216025	Shubham Parwar	B.Tech (SE)	5 th	Shubham
AS1405216007	Vishal	B.Tech CSE	5 th	Vishal
AS0105216079	Sivaram Krishna	B.Tech CSE	5 th	Sivaram
AS0105216076	Vaibhav Vajrath	B.Tech CSE	5 th	Vaibhav
AS1405216012	RONAK YADAV	B.Tech (CSE)	5 th	Ronak
AS1405216022	Sumit Chatterjee	B.Tech (CSE)	5 th	Sumit
AS0105216075	Kanwar Singh	B.Tech (CSE)	5 th	Kanwar
AS01052160	Gourav Kumar	B.Tech (CSE)	5 th	Gourav
AS0105216080	Nitesh	B.Tech (CSE)	5 th	Nitesh
AS0105316005	Sudhanshu	B.Tech (IT)	5 th	Sudhanshu
AS0105316003	Kshitiy Sharma	B.Tech (IT)	5 th	Kshitiy
AS0105316093	Sachin	B.Tech CSE	5 th	Sachin
AS1405216018	Rajeev Yadav	B.Tech (CSE)	5 th	Rajeev
AS1405216011	Bhveen Kumar	B.Tech (CSE)	5 th	Bhveen
AS0105216071	Prateek Kumar Tiwari	B.Tech (CSE)	5 th	Prateek
AS0105216078	Devashish	"	"	Devashish
AS1405216014	Niharika Gaog	B.Tech (CSE)	5 th	Niharika
AS0122516001	Ritika Punia	B.Tech (CSE+MBA)	5 th	Ritika
AS1405216008	Abhishek Khurana	B.Tech (CSE)	5 th	Abhishek
AS1405216009	Saurabh Sharma	B.Tech (CSE)	5 th	Saurabh
AS0105216063	Akanksha Sharma	B.Tech (CSE)	5 th	Akanksha

En. NO	Name	Course	Sem	Sig.
AS1405216023	Aparna Singh	B-Tech CSE	5 th	<u>Aparna</u>
AS0105216072	Prayush Raj	B-Tech CSE	5 th	<u>Prayush</u>
AS1405216020	Shubham Gharghas	B-Tech CSE	5 th	<u>Shubham</u>
AS1405216025	Rohit Kaurish	B-Tech CSE	5 th	<u>Rohit</u>
AS1405216007	Rahul Rama	B-tech CSE	5 th	<u>Rahul</u>
AS1405216005	Prathant Chauhan	"	"	<u>Prashant</u>
AS1405216010	Shefali Jain	"	"	<u>Shefali</u>
AS1405216021	Yash Mishra	"	"	<u>Yash</u>
AS1405216024	Gourav Chaurasia	"	"	<u>Gourav</u>
AS1405216017	Jayant Mittal	"	"	<u>Jayant</u>
AS0105216001	Milind Sam	B-Tech (IT)	5 th	<u>Milind</u>
AS0105216007	Rishabh Pandey	B-Tech (IT)	5 th	<u>Rishabh</u>
AS1405216013	Ankit Pandey	B-Tech (CSE)	5 th	<u>Ankit</u>
AS0105216068	Aman Yadav	"	"	<u>Aman</u>
AS0105216073	Anvish Dahiya	"	"	<u>Anvish</u>
AS1405216016	Prince Shukla	"	"	<u>Prince</u>
AS0105216093	Sachin Geklot	"	"	<u>Sachin</u>
AS1405216001	Rajit	"	"	<u>Rajit</u>
AS0504816006	Akshat Mehta	B.E.A	5 th	<u>Akshat</u>
AS0504816002	Harsh	B.C.A	5 th	<u>Harsh</u>
AS1405216002	Raghu	B-Tech CSE	"	<u>Raghu</u>
	Samuel	"	"	<u>Samuel</u>
AS0504816011	Simar	B.C.A	"	<u>Simar</u>
AS0504816003	Arjun	"	"	<u>Arjun</u>
AS0105216069	Abhishek Prasad	B-Tech (CSE)	5 th	<u>Abhishek</u>
AS0105216062	Soumyadeep Das	B-Tech (CSE)	5 th	<u>Soumyadeep</u>
AS0105216066	Anshul Kalyan	"	"	<u>Anshul</u>
AS0105216093	Ritika Agarwal	B-Tech (CSE)	5 th	<u>Ritika</u>
AS0172015002	ENES AGIR	"	"	<u>ENES</u>

25-08-18

Enroll No	Name	Course	Sem	Signature
AS012817001	Joia Anna Solomon	M-Tech (NCS)	III rd Sem	
AS0500716001	Akshay Sharma	MCA (ATIT)	IV th sem	
AS0500716004	Ajink Gupta	MCA	5 th sem	
AS0500716007	Debarun Patra	MCA	5 th Sem	
AS0500716010	MUKESH SINGH	MCA	5 th sem	
AS0500716006	Diljeet Grewal	MCA	5 th sem	
AS0500716008	Affanti Sengupta	MCA	5 th SEM	
AS0500716009	Himanshu Chopra	MCA	V SEM	
AS0549514001	Konika Bajaj	BCA + MCA	IX Sem	
AS0549514004	Anand Joshi	BCA + MCA	IX sem	
AS0105216052	Shubham	B-Tech CSE	V th sem	
AS0105216007	MANAN JAKHOLIA	B.Tech CSE	V th sem	
AS0105216026	Ruben Thajil	B.Tech CSE	V th Sem	
AS0105216016	Souxebl Aggarwal	B.Tech CSE	V th Sem	
AS0105216008	Bushyant Rana	B-Tech (CSE)	V sem	
AS0105216015	Mulan Tyagi	B-Tech CSE	V th Sem	
AS0105216051	Aman Mangla	B-Tech (CSE)	V th sem	
AS0105216089	Yashwant	B-Tech (CSE)	V th sem	
AS0105216036	Konark Shivan	B-Tech (CSE)	V th sem	
AS0105216025	Sachin Yadav	B-Tech (CSE)	V th sem	
AS0105216047	SURENDER KUMAR	B-Tech (CSE)	V th sem	
AS0105216002	Allen Saei	B-Tech CSE	5 th Sem	
AS0105216034	UDIT MANAV	B-Tech CSE	5 th Sem	
AS0105216006	THOTSNA SHARMA	B-Tech CSE	5 th Sem	
AS0105216004	KUNAR PRATEEK SINGH	B-Tech CSE	5 th Sem	
AS0105216003	Syam Sundar k	B-Tech CSE	5 th sem	
AS0105216029	Shriganesh Sharma	B-Tech (CSE)	5 th sem	
AS0105216023	Rishabh Bansal	B-Tech (CSE)	5 th sem	
AS0105216011	Indrak Chutani	B-Tech (CSE)	5 th sem	

A50105216017	Sakshi Sinha	B.Tech (CSE)	5 th Sem	Sakshi
A50105216038	Saurabh Sarmal	B.Tech (CSE)	5 th Sem	Saurabh
A50105216045	Abhishek Kumar Singh	B.Tech (CSE)	5 th Sem	Abhishek
A50105216087	Ayush DEEP	B.Tech (CSE)	5 th Sem	Ayush
A50105216031	JAGRIT KALRA	B.Tech (CSE)	5 th Sem	Jagrith
A50105216032	PARDEEP	B.Tech (CSE)	5 th Sem	Pardeep
A50105216044	NIKITA SHARMA	B.Tech (CSE)	5 th Sem	Nikita
A50105216018	Kashish Ahuja	B.Tech (CSE)	5 th Sem	Kashish
A50105216049	Titendra Prasad	B.Tech (CSE)	5 th Sem	Titendra
A50105216022	Ayush Kishor	B.Tech (CSE)	5 th Sem	Ayush
A50105216027	MUKUL GOEL	B.Tech (CSE)	V Sem	Mukul
A50105216060	Shikhi Sinha	B.Tech (CSE)	V Sem	Shikhi
A50105216041	Madhu Sharma	B.Tech (CSE)	5 th Sem	Madhu
A50105216046	Kanya Bhatt	B.Tech (CSE)	5 th Sem	Kanya
A50105216053	Adit Paliwal	"	"	Adit
A50105216030	Amrit	"	"	Amrit
A50105216050	Maulik	"	"	Maulik
A50105216009	Navya	"	"	Navya
A50105216056	Saashvi	"	"	Saashvi
A50105216048	Saloni	"	"	Saloni
A50105216055	DAKSH	"	"	Daksh
A50105216042	Girdi Chauhan	"	"	Girdi
A50105216035	Yashvir Singh	"	"	Yashvir
A50105216040	Harsh Kumar	"	"	Harsh
A50105216043	Hemant Saini	"	"	Hemant
A50105216059	Panjay Patel	"	"	Panjay
A50105216084	Manda Paradeep	"	"	Manda
A50105216012	(Name not visible)	"	"	(Name not visible)

ASD500717004	Riya	MCA	3 rd Sem	Riya
ASD500717006	Sapna	"	"	Sapna
ASD500717011	Harshit	"	"	Harshit
ASD500717010	Sonaj	"	"	Sonaj