

**Title of the Event:** Careers in Digital Marketing and Advertising

**Organized by:** Department of Commerce, SGND Khalsa College

**Date of the Event:** 30 September 2021

**Number of Participants:** 52

**Report of the Webinar:**

The Department of Commerce conducted a webinar on the topic “**Careers in Digital Marketing and Advertising**” on 30th September 2021. Mr. Ankur Anmol was invited as a Guest Speaker. The webinar was conducted on a virtual platform - Google Meet.

The webinar began with a warm welcome of respected speaker, the Head of the Commerce Department, faculty, and students from various courses and colleges of University of Delhi. Mr. Ankur took over the event with a well-structured agenda of topics that he needed to cover throughout the session. He discussed about the different agency structures in the field of advertising and marketing, the way traditional marketing differs from the present digital marketing era and how the well-established traditional firms are trying to take over small agencies to fit into the world of digital marketing. He further explained as to what sort of skill-sets graduates need to hold different positions in the field of marketing and advertising.

In the next half of the session, he oriented the students with various kinds of software that are used in this fields. He also mentioned about a recent role of ‘Reels Experts’ in the industry and explained the concept of marketing and target audience using the characters from the legendary series called “Game of Thrones”, thereby making the discussion all the more interesting and interactive.

The speaker conducted a small quiz for the audience to help them identify the field they are interested in. The speaker concluded the session by addressing the queries of the participants.

Overall, the session was a success and it delivered an enriching learning experience to the students.