ARKA JAIN University
Jharkhand

NAAC GRADE A
ACCREDITED UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT

Department of Management
NOTICE

Ref No: AJU/SCoM/DoM/2026/123 **Date: 09.04.2026**

Department of Management, BBA in association with the Marketing Club of SCoM – SPARK, is organizing a **Digital Marketing Bootcamp** for the students of Marketing Specialization (2023-26) and Digital Market (2024-27).

Program Details:

- Duration: 100 Days
- Theme: 100 Days… 100 Posts…
- Start Date: 10 April 2026
- Outcome: Prizes & Paid Internship opportunities for top performers

Participation Guidelines:

- Open to Marketing/Digital Marketing students of BBA
- Participants must create a new page on Instagram or LinkedIn
- Content must be niche-specific and posted daily
- Weekly performance reports must be submitted to the coordinators

Event Coordinators: Dr. Vijyata, Dr. Nikita Shukla, Dr. Partha Priya Das, Dr. Rama Singh & Mr. Chandan Kumar Sharma

Assistant Dean (UG)
School of Commerce and Management
Arka Jain University, Jharkhand

Dr. Pompi Das Sengupta
Asst. Dean (UG)
School of Commerce and Management

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