

Report on E-Marketing Held on 29.02.2020

Date of Event	29.02.2020
Name and Type of Event	E- Marketing
Conducted by	Prof. AbhishekUpadhyay, Prof. Vishakha Joseph
No. Of Participant	40

“E – Marketing” activity was conducted for the First Year Students of B.B.A. on Saturday, February 29th, 2020 in the **ARKA JAIN University** campus. The activity had the following details:-

- No. of Participating Groups – 8 groups (2 groups from each section)
- No. of Participants within the group – The group must comprise of 5 members.
- The product will be given to the candidates on the day of registration, for which they have to design their E-Marketing strategy.

The event was very enthusiastically participated by the students who tried to prove their mettle. This event was coordinated by Prof. Vishakha Joseph and Prof. AbhishekUpadhyay and judged by Prof. NahidMirza, Prof. Kritika Singh and Prof. Harshita Gupta.

