

CIRCULAR

ARKA JAIN
University
JharkhandCentre for Capacity Building and Human Resource Development
(CCHRD)

Circular

Ref. no: AJU/CCHRD/2025/68

Date: 21-11-2025

Subject: Skill based Master class on AI Tools for Student Marketers

This is to notify that the *Centre for Capacity Building and Human Resource Development (CCHRD)*, ARKA JAIN University, in association with Markhub24 will organize a **Skill based Master class on AI Tools for Student Marketers** on 01-12-2025 via Google Meet (virtual mode). The trainer will be Mr. Anurag Lala, Author & Entrepreneur.

**Dr. Charu Wadhwa**

Assistant Director

CCHRD

Cc to:

1. Vice-Chancellor
2. Pro Vice-Chancellor
3. Registrar
4. Joint Registrar
5. Director
6. Dean, Students' Welfare
7. All Deans and HoDs

MASTER CLASS ON AI TOOLS FOR STUDENT MARKETERS

Date of Event	1st December 2025
Name of the Event	Master class on AI Tools for Student Marketers
Type of the Event	Skill based Training
Conducted by	Centre for Capacity Building and Human Resource Development (CCHRD) and TATA Steel Foundation
Resource Persons	Mr. Anurag Lala
No. of Participants	111

OBJECTIVE: The master class aimed to introduce students to the practical use of AI tools in the field of marketing. It sought to enhance their understanding of how AI could support tasks such as content creation, market research, campaign planning, and audience engagement. The session intended to develop students' digital competence and prepare them for emerging industry trends. Overall, the objective was to empower student marketers with skills that strengthened their creativity, efficiency, and strategic thinking.

DETAILS: The master class was organized to provide students with an immersive learning experience on the growing influence of AI in modern marketing. It offered a platform where participants explored various AI-driven applications that assist in crafting marketing strategies, generating content, and analysing consumer behaviour. The session included practical demonstrations showcasing how different tools could streamline workflow and enhance productivity. Students engaged in interactive activities that allowed them to experiment with AI tools commonly used by marketers today. The program encouraged discussion, collaborative exploration, and real-time problem-solving. It created a dynamic virtual learning environment where students gained exposure to cutting-edge technologies. Overall, the master class successfully bridged the gap between theoretical knowledge and practical application in the digital marketing domain.

OUTCOME: Participants developed a clearer understanding of how AI tools enhance marketing processes and improve creativity. They gained hands-on experience in using AI applications for tasks like content ideation, design, and data analysis. The session helped them build confidence in integrating technology into their marketing approach. Students left better prepared to apply AI tools effectively in academic projects and future professional roles.

POSTER OF THE EVENT



The poster is for a masterclass titled "AI Tools for Student Marketers". It features logos for JGi, ARKA JAIN University, NAAC Grade A, and the Centre for Capacity Building and Human Resource Development. The event is presented by markhub24. The main text says "Turn your ideas into ads, designs, and content in minutes using free AI tools." The speaker is Anurag Lala, an author and entrepreneur. The event is in Virtual Mode on Google Meet, on Monday, 1st December 2025 at 08:00 PM. It includes a list of reasons to attend, a certificate of participation, and free registration with a link to the event page.

JGi | **ARKA JAIN University** | **NAAC GRADE A** | **CENTRE FOR CAPACITY BUILDING AND HUMAN RESOURCE DEVELOPMENT**

Centre for Capacity Building and Human Resource Development
MASTERCLASS ON PRESENTS

AI Tools for Student Marketers

Turn your ideas into ads, designs, and content in minutes using free AI tools.

markhub24
YOUR HUB FOR INSPIRING MARKETING IDEAS

Virtual Mode | Google Meet

Monday, 1st December 2025
08:00 PM

Why Attend?

- ✓ Learn about AI Tools in Marketing
- ✓ Create ad copies and designs instantly with AI

ANURAG LALA
Author & Entrepreneur

GET A CERTIFICATE OF PARTICIPATION

FREE REGISTRATION www.markhub24.com/masterclass

Poster: Master Class on AI Tools for Student Marketers held on 1st December 2025

PHOTOS OF THE EVENT



FIG 1: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025



FIG 2: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025

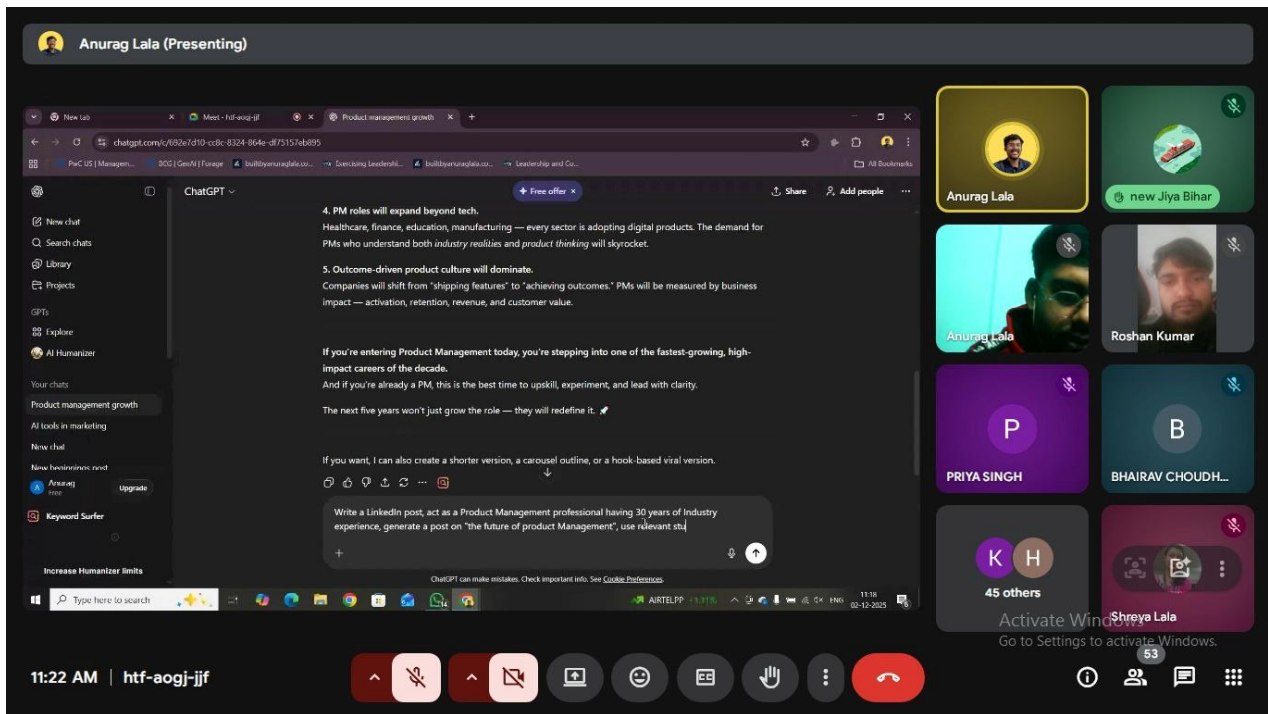


FIG 3: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025

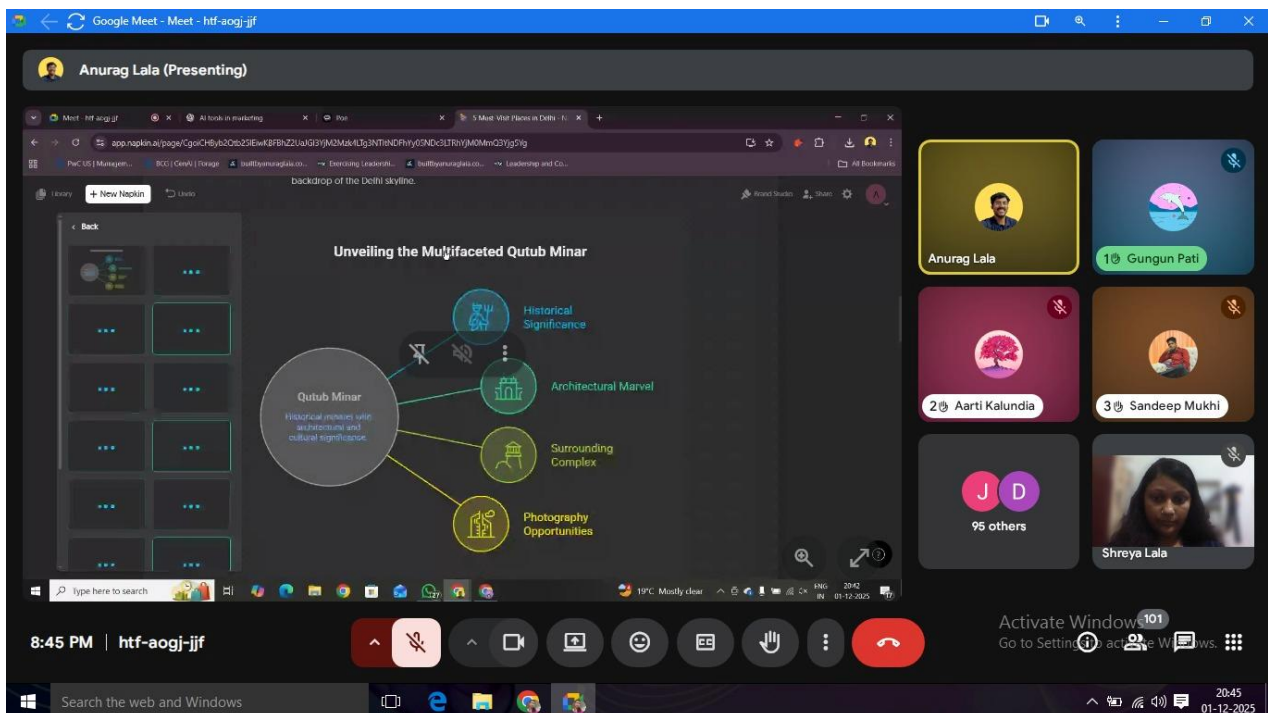


FIG 4: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025

LIST OF PARTICIPANTS

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Ayush Kishore	Arka Jain University	6205049331
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