



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management
NOTICE

Ref No: AJU/SCoM/DoM/2026/073

Date: 14.03.2026

Department of Management (BBA) in collaboration with ISDC is organizing **three-day practical training session on "Lead Generation, SEO & Digital Marketing"** students of BBA (Digital Marketing) of batch 2024 – 2027.

The details of the sessions are as follows:

Day	Date	Time	Session Focus
Day 1	16 March 2026	12:30 PM – 2:30 PM	Digital Marketing Fundamentals, Lead Generation Basics, Introduction to SEO, Keyword & Market Research
Day 2	17 March 2026	12:30 PM – 2:30 PM	Keyword Research Practical, On-Page & Off-Page SEO, Google Analytics Basics, Google Search Console Practical
Day 3	18 March 2026	12:30 PM – 2:30 PM	Live SEO Optimization, Lead Generation Activities, Market & Competitor Research, Final Mini Project

Guest Speaker - Mr. Nikhil Sharma, Co-Founder & CMO, Venturing Digitally (P) Ltd. and Digital Marketing Trainer
Event Coordinator – Mr. Atul Pathak

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

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

Pompi Das
16/3/26

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File