

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.



SRI GURU NANAK DEV KHALSA COLLEGE
(University of Delhi)



DEPARTMENT OF COMMERCE

PRESENTS
WEBINAR ON

CAREERS IN DIGITAL MARKETING AND ADVERTISING

 30 SEPTEMBER 2021

 4 PM

 **GOOGLE MEET**


SPEAKER

Ankur Anmol

Insights Advisor- Marketing
and Communication (Xynteo)



REGISTER :



PROF. GURMOHINDER SINGH
(Oftg. Principal)

DR. RAJIV MIDHA
(Head of Department)

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AGENCY ECOSYSTEM HAS BOOMED!



Traditional ad agencies have become big network agencies and have acquired many smaller niche players



Legacy agencies like Ogilvy, WPP, Publicis have all acquired many smaller agencies and now offer a 360 solution to the brands



Independent digital agencies and boutique agencies still continue to exist as brand names – Razorfish, Schbang, Omnicom

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bch19 151



Diksha Juneja

gurjot kaur

Deepanshu Setia

Jaslok Singh C...

Manveen Kaur

bch19 44

ashmeetkaur a

bch19 110

37 others

You

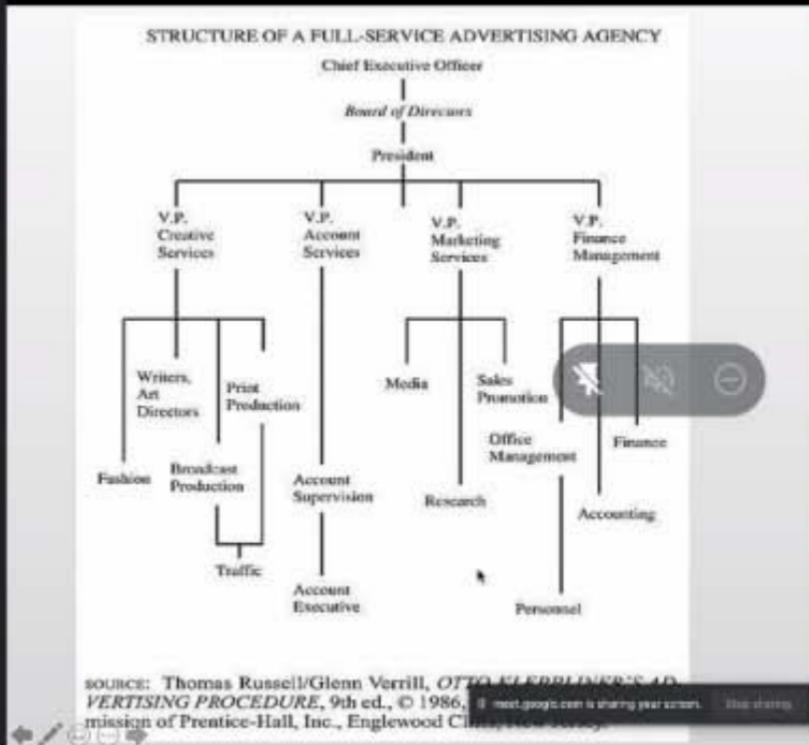
A DIGITAL MARKETING AGENCY

- Brands have realized the power of digital and are now reaching out to agencies who only do digital marketing for specific digital objectives
- Solutions like Social Media Marketing, YouTube advertising, Paid Media, Google Pay Per Click, Search Engine Marketing, Website & App development have grown by 1000% in last decade.
- Agencies that launch integrated campaigns may go with one single player or divide the mandate for digital to a digital specific agency
- The structure of a digital agency is sort of similar to an integrated agency but with more subject matter experts dedicated at various jobs

meet.google.com/xeq-dwbe-orx

Participant grid showing 11 participants:

- bch19 151
- Ankur Anmol (Active Speaker)
- Diksha Juneja
- gurjot kaur
- Deepanshu Setia
- Jaslok Singh C...
- Manveen Kaur
- bch19 44
- ashmeetkaur a
- bch19 110
- 36 others
- You



Traditional Agency Setup

Grid of participant avatars and names:

- bch19 151
- Ankur Anmol (video)
- gurjot kaur
- Deepanshu Setia
- Jaslok Singh C...
- Manveen Kaur
- bch19 44
- ashmeotkaur a
- Mahak Gupta
- bch19 71
- 39 others
- You