



**SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES  
UNIVERSITY OF DELHI**

<b>NAME OF THE ACTIVITY: Session by Amity Institute of Competitive Examinations</b>			
<b>DATE</b>	<b>FACULTY</b>	<b>DEPARTMENT/COMMITTEE</b>	<b>COORDINATOR NAME</b>
11 <sup>th</sup> June 2020 (Saturday)	Dr. Amit Kumar	Alumni Relation and Outreach Cell	Prachi Shanker (2nd Year)
<b>TIME</b>	<b>VENUE</b>	<b>NUMBER OF PARTICIPANTS</b>	<b>NATURE: Outdoor/Indoor</b>
3 AM to 5 PM	Google Meet	60+	Indoor
<b>SUPPORT/ASSISTANCE</b>	-		

**BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. - ):**

<b>TOPIC/SUBJECT OF THE ACTIVITY</b>	Marketing and Beyond by Prashant Gupta
<b>OBJECTIVES</b>	To provide students with a comprehensive understanding of this field and all of its associated options. The goal was to show participants what else they could achieve in the world of marketing and how to best use their abilities and creativity.
<b>METHODOLOGY</b>	The webinar was held using Google Meet. The speaker made contact with the AROC team first, then completed a background check on the attendees, gave a presentation, and then answered questions from the attendees.
<b>OUTCOMES</b>	Received registrations of 55+ individuals along with participation of 45+ students and several requests for the recording.