



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

<b>NAME OF THE ACTIVITY: Alumni Webinar Series</b>			
<b>DATE</b>	<b>FACULTY</b>	<b>DEPARTMENT/COMMITTEE</b>	<b>COORDINATOR NAME</b>
3 <sup>rd</sup> October 2020	Dr. Amit Kumar	Alumni Relation and Outreach Cell	Priyansh Bachani (2nd Year)
<b>TIME</b>	<b>VENUE</b>	<b>NUMBER OF PARTICIPANTS</b>	<b>NATURE: Outdoor/Indoor</b>
4 PM to 5PM	Google Meet	70	Indoor
<b>SUPPORT/ASSISTANCE</b>	-		

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

TOPIC/SUBJECT OF THE ACTIVITY	Marketing Careers and Myth Busters by Sanya Chopra
OBJECTIVES	The goal was to dispel myths about marketing and raise awareness about new-age marketing careers. Demonstrating to students the clear change from traditional marketing techniques to the new digital marketing era.
METHODOLOGY	The webinar was conducted on Google Meet. The speaker first connected with the AROC team, then a background check of the attendees was done by the speaker, followed by a presentation and finally the questions of the students were addressed.
OUTCOMES	Received registration from 80+ students with 70 participation and positive feedbacks.

The poster is for an Alumni Webinar Series event. It features the logos of Shaheed Sukhdev College of Business Studies and the Alumni Relations and Outreach Cell (AROC). The text on the poster includes: 'ALUMNI WEBINAR SERIES', 'Alumni Relations and Outreach Cell invites', 'MS. SANYA CHOPRA for a session on MARKETING CAREERS AND MYTH BUSTERS', 'Date: 19th September 2020', 'Time: 4 PM', 'Mode: Google Meet', and 'Senior Brand Manager Digital Marketing, P&G SSCBS Batch of 2014'. At the bottom, it says 'An Initiative by IQAC | AWS#28'. A circular portrait of Ms. Sanya Chopra is also included.