



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

NAME OF THE ACTIVITY: Alumni Webinar Series			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
03 th October 2020	Dr. Amit Kumar	Alumni Relation and Outreach Cell	Priyansh Bachani (2nd Year)
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
4 PM to 5 PM	Google Meet	63	Indoor
SUPPORT/ASSISTANCE	-		

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

TOPIC/SUBJECT OF THE ACTIVITY	Marketing Careers in E-Commerce Space by Krishni Miglani
OBJECTIVES	Alumni present a vision of who may establish a profession in marketing, particularly in the E-commerce area. She also presents insight on the E Commerce line.
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 of 70+ students with 63 participants and several requests for the recording.

The poster is a dark blue graphic with white and light blue text. It features the Shaheed Sukhdev College of Business Studies logo on the top left and the AROC logo on the top right. The main title is 'ALUMNI WEBINAR SERIES' in large, bold, white letters. Below it, the text reads 'Alumni Relations and Outreach Cell invites' followed by 'MS. KRISHNI MIGLANI' in bold white letters. A circular portrait of Ms. Krishni Miglani is on the right. Below the name, it says 'for a session on' followed by 'MARKETING CAREERS IN E-COMMERCE SPACE' in bold white letters. At the bottom, it provides the date 'Date: 3rd October 2020', time 'Time: 4 PM', and mode 'Mode: Google Meet'. A grey box on the right identifies her as 'Marketing Manager Amazon Prime SSCBS Batch of 2015'. The footer reads 'An Initiative by IQAC | AWS#30'.