

EVENT FORMAT

1. Event Banner - (h*w): 300*350 (Pixels)



2. Event Title: Industry Training Session on Marketing Communication – Contemporary to Digital: Understanding Internal and External Communication

+ Event Types- Industry Training Session

3. Event Date and year (Ex-1st Jan 2023): 10/02/2026

4. Event brief description – 200 words

The session focused on understanding the evolution of marketing communication from traditional media practices to contemporary digital communication strategies. The program emphasized the role of digital platforms, social media engagement, audience interaction, and content creation in modern communication ecosystems. It aimed to familiarize students with changing media trends, storytelling techniques, and practical industry approaches used in digital marketing and communication.

5.Event Detailed Description- Max 500 words

Date: 10/02/2026

A-012, SMCS, Galgotias University

The School of Media and Communication Studies (SMCS), Galgotias University, organized an Industry Training Session on “Marketing Communication – Contemporary to Digital” on 10th February 2026.

The session aimed to provide students with practical understanding of the transformation of communication strategies from traditional media platforms to digital communication ecosystems.

The session was conducted by Mr. Abbas Haider Ansari, Assistant Programming Head, Red FM Delhi, who shared valuable industry-oriented knowledge and professional experiences with students. He began the session by explaining the functioning of traditional media and its continuous efforts to reach wider audiences. He highlighted the three major forms of traditional media—radio, television, and print—and discussed their significance in shaping communication practices over the years.

Mr. Ansari also explained some limitations associated with traditional communication systems, especially the lack of immediate audience feedback in radio communication. He emphasized how audience interaction remained restricted in earlier communication models compared to today's highly interactive digital platforms.

Moving further, the speaker discussed the transition from traditional media to digital communication and explained how communication practices have evolved over time. He highlighted the growing role of social media, public relations, and digital platforms in modern marketing communication. Platforms such as Instagram, YouTube, and Facebook were discussed as influential communication tools that have transformed the way brands engage with audiences and create digital communities.

A major highlight of the session was the emphasis on content creation and storytelling. Mr. Ansari stated that "Content is King" and explained the importance of creating impactful and engaging content in the digital age. He discussed how emotional storytelling, humorous content, and the "OMG factor" help attract audience attention and increase engagement across digital platforms.

To provide practical exposure, the speaker shared examples of impactful campaigns and digital media projects, including RED FM's "Mom is Waiting" campaign, "Thank You Dhoni," the Buaa prank video, and "Mission Mount Ghazipur." These examples provided students with a realistic understanding of creative communication strategies, audience psychology, and digital campaign execution.

The session proved highly informative and interactive, enriching students' understanding of media evolution, content strategy, and digital communication practices. Overall, the workshop successfully bridged the gap between academic learning and contemporary industry practices in marketing communication.

6. Pictures /Photos/Image

Format – JPEG

Photo Size-(h*w): 300*350 (Pixels)

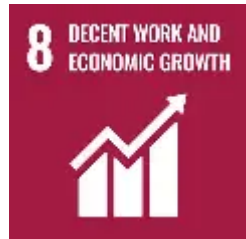
+ Add name of the pic also (Max 100 words)

7. Mentor Name – Dr. Tasha Singh Parihar

8. Department Name –School of Media and Communications

9. SDGs Linked with images-

+ Add the SDG logo also (MANDATORY)



10.No of Registrations (Numerical data): 50

11.No. of Attendees (Numerical data)

Internal – 50

External – NA

12. Event Outcome

1. Engagement:

Students actively engaged in discussions, industry case analyses, and interactive conversations, gaining practical insights into marketing communication, digital storytelling, and contemporary media strategies.

2. Educational Impact:

The session enhanced students' understanding of the evolution of marketing communication by connecting theoretical concepts with real-world industry practices, strengthening their knowledge of digital media, content creation, and audience engagement.

13.Social media Poster - (h*w): 400*1900 Pixels –Not Available



Greater Noida, Uttar Pradesh, India 🇮🇳

Plot No. 2, Yamuna Expy, Opposite Buddha International Circuit, Sector 17a, Greater Noida, Uttar Pradesh 203201, India

Lat 28.36537° Long 77.54044°

Tuesday, 10/02/2026 10:31 AM GMT +05:30

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