

EVENT FORMAT

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



2. Event Title: Guest Lecture Digital Marketing Workshop 2025

+ Event Types- Guest Lecture

3. Event Date and year (Ex-1st Jan 2023): 22nd September 2025

4. Event brief description – 200 words

he Digital Marketing Workshop 2025 was designed to introduce students to the rapidly evolving world of online marketing, digital branding, and social media strategy. The workshop aimed to equip participants with essential knowledge and skills to effectively plan, execute, and analyze digital marketing campaigns. It focused on developing practical insights into content creation, SEO, influencer marketing, and the role of analytics in shaping digital strategies.

5.Event Detailed Description- Max 500 words

Date: 13/06/2025

B-401, SMCS, Galgotias University

The School of Media and Communication Studies (SMCS), Galgotias University, organized a one-day intensive session titled “Digital Marketing Workshop 2025” on 22nd September 2025. The session was facilitated by Ms. Yamini Gaur, a well-known tech content creator and digital strategist, who shared valuable insights into the ever-expanding domain of digital marketing and online branding.

The workshop was themed “Mastering Digital Marketing: Unlock Digital Strategies” and aimed to bridge the gap between academic learning and practical industry applications. Ms. Gaur began by introducing participants to the foundations of digital marketing—covering topics such as social media optimization, SEO fundamentals, content strategy, and audience targeting. She emphasized the importance of data-driven decision-making and analytics in creating successful campaigns.

Students were guided through real-world case studies of brands that leveraged digital platforms effectively to grow their audience. Ms. Gaur demonstrated how creative storytelling, trend analysis, and influencer collaborations can amplify engagement and strengthen brand visibility. Participants were encouraged to critically evaluate digital content, learning how to align marketing goals with user behavior and online algorithms.

The interactive session included live demonstrations of content planning tools, post scheduling, and analytics dashboards. Students also participated in short exercises focused on designing mock campaigns for hypothetical brands. These activities helped them understand the end-to-end process of creating, executing, and evaluating digital marketing initiatives.

Faculty members from SMCS actively participated in the session, facilitating student discussions and connecting theoretical media concepts with modern marketing practices. The workshop concluded with a vibrant Q&A session where Ms. Gaur addressed queries related to personal branding, digital monetization, and emerging trends such as AI-driven marketing and micro-influencer networks.

Participants found the workshop highly insightful, particularly for its practical approach and the clarity it brought to digital content strategy. It provided them with an understanding of how digital marketing has become an indispensable part of media, communication, and entertainment industries.

The event reaffirmed the School’s commitment to preparing students for the evolving demands of the communication ecosystem by organizing industry-oriented workshops that combine creativity, technology, and strategy.

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. Anurag Pandey

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): 60

11.No. of Attendees (Numerical data)

Internal – 60

External – NA

12. Event Outcome

1. Engagement:

Students actively participated in live demonstrations, campaign-design exercises, and interactive discussions, gaining hands-on exposure to digital marketing tools, content strategy, and analytics.

2. Educational Impact:

The workshop enhanced students' understanding of contemporary digital marketing practices by integrating theoretical concepts with real-world applications, equipping them with practical skills in branding, content creation, and data-driven marketing strategies.

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