

## REPORT

### DIGITAL MARKETING -CAREER OPTIONS POST COVID 19

1. Category: Awareness on “Digital marketing” as a career option for undergraduate and post graduate students
2. Date : 22<sup>nd</sup> May, 11 am
3. No. of Resource Persons : Two  
Mr. Krishnan Jayaraj and Ms. Sangeetha S Abisheik
4. No. of participants: 304 Registrants

5. Report description: The aim of organizing this programme was to create an awareness among the college students on the career options Post COVID 19. It was intended to assist young people in making decisions about their future training and jobs during this time of Pandemic which may force many employers, to rescind or shorten previously offered jobs. This webinar gave an insight into digital marketing and the skills required to pursue career in online marketing. The speakers spoke on the various industries and job roles where a digital marketing professional has opportunity to work and that each of these job roles require different skills and aptitude. They also emphasized that proper selection of media and job roles is of utmost importance in this field and it should align with the student’s interest, aptitude and ability. The commonly used devices by the students such as smart phones, computers, tablets, and cell phones among other electronic devices could be used productively in business promotion. They also spoke on the various career avenues in digital marketing such as digital marketing, web design, creative writing, digital graphic design and content writing.

#### 6. Report

The students from all disciplines - science, humanities and commerce participated in this webinar. This webinar on Digital Marketing was extremely useful for the students as they were oriented about the different career opportunities available in the digital marketing world. It was an interactive session. The importance of using appropriate channel were emphasized with real time examples. At the end of the session, the students felt confident to pursue career in online marketing. After the webinar, few students were interested in choosing content writing as career option and few of them even wanted to become influencer marketing specialist.

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