



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MUMBAI

NAAC ACCREDITED - 'A' Grade (CGPA-3.20)

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Name of the Event : Induction Program

Name of the Topic : Digital Marketing and Social Media Marketing: Strategies for the Modern Business

Name of the Resource Person: Dr. Rakhi Sharma

Designation : Vikrant H. J. Vedant

Associate-Partnership, IIDE

Date of the Event: 7th February ,2025

Number of Participants:

Venue : Lala Lajpat Rai College of Commerce and Economic, Room No.207

Objective: To introduce students to the world of digital and social media marketing, providing them with practical insights into its real-world applications. The session aimed to enhance their understanding of key strategies such as social media engagement, content marketing, SEO, and branding. By exploring industry trends and real-life case studies, students were encouraged to recognize the growing impact of digital marketing and explore potential career opportunities in this dynamic field.

Brief Report of the Program: The session was conducted for FYBMS AICTE students as part of the induction program. It began at 12 PM in Room 207 of the college and aimed to familiarize students with the growing influence of digital marketing in today's business landscape.

The speaker provided a detailed explanation of how businesses leverage digital tools and strategies such as social media marketing, SEO, SEM, content creation, and online branding to expand their reach and drive success. Real-life case studies and examples illustrated how brands effectively engage with their audiences and stay competitive in an increasingly digital world.

The session was highly interactive, encouraging students to participate in discussions, ask questions, and share their thoughts on the latest digital marketing trends. By the end of the session, students had gained valuable insights into how businesses strategically use digital platforms, leaving them motivated to explore opportunities in this dynamic and fast-evolving field.

Outcome: Students learned many new concepts related to digital and social media marketing, gaining practical insights into how businesses utilize online platforms for growth. The engaging real-world examples enriched their understanding, leaving them motivated to explore career opportunities in this dynamic field.



CA Priti Parikh

HOD – BMS

Dr. Mahalakshmi Kumar

I/C Principal