

PGDIM Post Graduate Diploma in International Marketing

An Orientation programme for the post-graduate Departments, PGDIM and DBJCC was organized on 1st August, 2018 to acquaint the students with the basic nature of the courses and build a bond amongst the new entrants. To this effect, the resource persons, Prof. S.C. Kapoor, JIMS, Rohini and Mr. Gaurav Vashisht, Research Scholar and a management professional played an important role through their interactions and a managerial workshop on 'Smart Work' and 'team building'. A Graduation Ceremony was organized for the in August, 2018. The aim was to felicitate the previous batch and strengthen a bond between the previous and current batches. A combined session for the PG students of PGDIM and DBJCC on 'Digital Marketing' was held in October, 2018. The guest speaker, Mr. Onkar K. Khullar, *Digital Gandhi* gave a seminar on creativity using music as a key component. The extremely interactive session focused on viral content creation. A talk session was taken by Dr. Jamie Bailey, University of Wollongong, Australia on 'Digital Marketing Strategy- Importance of Before and After' in January, 2019. The informative session familiarized the students with the concepts of digital marketing strategy, its importance, and internal and external research involved in designing effective strategies. Both the PG Departments jointly organized *Maadhyam* on 15th February, 2019. The Guest of Honour was *City da Gabru*- RJ Yuvi, Radio City 91.1 F.M. Several events were organized under the umbrella of *Maadhyam- Tark-E-Vivad*, the debating competition, *Open Mic*, the stand-up comedy competition, *X Factor*, talent hunt, *Nukkad*, street play competition, Mock Stock and Ad-Mad which witnessed overwhelming participation.