



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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Approved by AICTE, Ministry of HRD, Govt. of India

Ministry of HRD, Govt. of India

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management, MBA

Report on

“AI powered Digital Marketing and Data Science”

 

Maharaja Agrasen Institute of Technology
Department of Management
Organizes session
on
**AI Powered
Digital Marketing
and
Data Science**

On Monday 12th Feb, 2024 7th Block 11:00 a.m. onwards

In collaboration with


Faculty Coordinator
Dr. Rajiv Jain

Student Coordinator
Nivedi Choithani
Avinash Kaushik
Rachit aghi
Megha Bisht
Tanya Raizada
Jatin Dutta
Satyam Mittal

 Souabh Thappa
5 Years experience
in
Digital
marketing

 Sachin vashisth
8 Years experience
in
Digital
Marketing

Organizer: Department of Management, Maharaja Agrasen Institute of Technology

Date: Feb, 12, 2024

Timings: 11:30 AM

Venue: Room No. 741

Organized by: Department of Management, MBA, MAIT

Faculty Coordinator: Dr. Rajiv Jain

Students Coordinators: Nivedi Choithani, Megha Bisht, Tanya Raizada, Rachit Ahhi, Jatin Dutta, Satyam Mittal, Avinash Kaushik

A session on the topic of Digital Marketing and Data Science was conducted in the classroom for MBA students at Maharaja Agrasen Institute of Technology. The session was organized by the Department of Management and featured SachinVashisth, the founding member of Digiperform, as the guest speaker. Mr. Vashisth, with 8 years of experience in the field, shared valuable insights and knowledge with the students.

During the session, Mr. Vashisth discussed various aspects of digital marketing and data science. He emphasized the importance of overcoming technophobia and adapting to new technologies in the digital age. Mr. Vashisth also shed light on the opportunities for making money through digital marketing and highlighted the vast job scope in the field of artificial intelligence (AI).

The session was highly informative and engaging, providing the students with valuable insights into the rapidly evolving field of digital marketing and data science. To honour Mr. Sachin Vashisth and Dr. Rajiv Jain, Professor at Maharaja Agrasen Institute of Technology, a memento was presented by the college authority as a token of appreciation for their valuable contribution to the session.

Overall, the session was a great success, offering students a unique opportunity to learn from industry experts and gain valuable knowledge and insights into the field of digital marketing and data science

