



# **Online Workshop on E-Commerce, Digital and Social Media Marketing**

28 Feb-5 March, 2022 (6 to 8 PM)

**Dr. Girish Taneja**

Faculty of Business Studies,  
DAV UNIVERSITY, JALANDHAR

Event Coordinators-

Dr. Balpreet Kaur -9814584554

Ms. Joshna Sanolia -9878950905

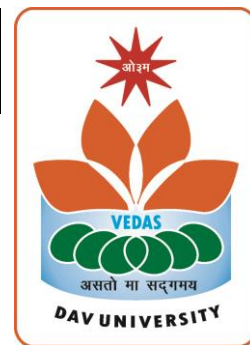
# Online Workshop on E-commerce, Digital & Social Media Marketing

28 February - 5 March 2022

Faculty of Business Studies

DAV University, Jalandhar, Punjab

[www.davuniversity.org](http://www.davuniversity.org)



## Need of Workshop on Digital & Social Media Marketing

Young consumers are spending more time on digital media and thus marketer is shifting the marketing budget to digital and social media. So, most of the B-schools have introduced courses on E-business, E-commerce, E-tailing, Digital Marketing and Social Media Marketing in their curriculum. Commerce and Management Research Scholars especially in Marketing Specialization are also attracted to conduct research study in these areas. There are lots of good books explaining the concepts and theory related to this field. There is still dearth of trained faculty members who can handle both the practical and theory in this specialized field. This workshop will help introduce you to the practical aspects of E-commerce, digital and social media marketing and link it with appropriate theoretical concepts.

Watch the brief YouTube video available on this link <https://youtu.be/ypXMC6wheCw>

## Learning Objectives

- Developing Optimized Online Store on Shopify
- Designing Facebook Business Page and Instagram Business Account
- Designing Advertisements on Facebook and Instagram
- Designing Advertisements on Google
- Writing SEO optimized article for website/blog
- Creating Amazon affiliate account and using affiliate links
- Understanding basics of email, SMS and WhatsApp Marketing for E-commerce

## Who Should Attend

- ✓ Faculty in Commerce, Management, and Economics, departments in colleges/universities
- ✓ Research Scholars in social sciences who are currently working on their dissertation in the related field
- ✓ JRFs and NET cleared candidates who want to join Ph.D. in E-commerce, Digital and Social Media Marketing
- ✓ Industry professionals thinking of shifting from traditional marketing to digital marketing
- ✓ Management students looking forward to career or starting their own venture in Digital and Social Media Marketing

## Venue and Timing

Date: 28 Feb– 5 March 2022, 2 hours per day (6 P.M. to 8 P.M.)

Venue: Online on Zoom or Google Meet (Details will be shared with the participants)

## Certificate of Participation

DAVU will issue e-certificate to the successful participants.

## About the Organisers

DAV University at Jalandhar traces its roots to the legacy that has been reforming and redefining India's educational scenario for 133 years. The University is the culmination of the movement that started with the founding of the first DAV institute to propagate the ideals of the religious and social reformer Swami Dayanand

Saraswati. DAV University is a multi-disciplinary institution, home to faculties of engineering, languages, commerce & business management, sciences, agricultural sciences and physical education. The University encourages interdisciplinary studies and believes that all areas of study can inform and enrich each other. Since DAV University aims academic excellence, its curriculum conforms to that of the world's very best universities. This institution is set to become a global hub in education, research and placement of the students.

**Faculty of Business Studies, DAVU** is hosting this event. It includes three schools:

- *DAVU School of Business (DSB)* offering MBA, PGDIB, BBA, Ph.D., Certificate in Digital Marketing
- *DAVU School of Commerce (DSC)* offering M.Com., B.Com. and B.Com. (Honors), Ph.D.
- *DAVU School of Economics (DSE)* offering B.Sc. (Eco)

### About the Resource Person



#### **Girish Taneja, Ph.D.**

Dr. Taneja is Associate Professor at Department of Commerce, Business Management & Economics (CBME) and Head of Department, CBME, DAV University, Jalandhar. He was earlier Professor & Deputy Dean, Department of Management at Lovely Professional University and headed the domain of Marketing. He has more than 22 years of experience in academics, research and industry. After completing his doctorate in Marketing from Guru Jambheshwar University of Science and Technology, he specialized in Digital and Social Media Marketing from University of Illinois, Northwestern University and University of Pennsylvania through Coursera.

He teaches Marketing Management and conducts workshops on Digital and Social Marketing. His case-study "Next Branding Fiasco" has been adjudged "Best Case study in Marketing Track" at Anniversary Conference by The Case Centre, UK held at IIM Bangalore. He has been awarded "Best Research Paper Presentation" award by All India Management Association. He is recipient of research grant from UK-India Education Research Initiative (UKIERI) for accomplishing a research project at Northampton Business School, University of Northampton, U.K. He has been invited as resource person in number of workshops on research methodology, data analysis, case-based teaching, digital and social media marketing by various reputed business schools across northern India. He has published case study and research papers in Scopus indexed Journals. He is acting as reviewer in Inderscience Journals. He has helped various companies in designing their online stores and their digital marketing strategy. He can be reached at: [girish10114@davuniversity.org](mailto:girish10114@davuniversity.org)  
(M) +91 9888270581

### How to Participate

- ✓ The seats are limited to 50 participants, so participants will be admitted on first cum first serve basis.
- ✓ Interested individuals can fill the registration form at: <https://forms.gle/ieJ7kiwP7woquzxxk7>



- ✓ Workshop Fee for: National Participants-- INR 1,000 ,  
International Participants-- USD 20

#### Payment Options:

NEFT or IMPS transfer:	
ACCOUNT NO	32960453224
ACCOUNT NAME	REGISTRAR, DAV UNIVERSITY, JALANDHAR

BANK NAME	STATE BANK OF INDIA
BRANCH	KISHANGARH
BRANCH CODE	02395
IFSC CODE	SBIN0002395
SWIFT CODE	SBININBB279

#### Event Coordinators

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#### PATRON



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