



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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Recognized Under Sec. 2(f) of UGC Act 1956
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Department of Journalism and Mass Communication

Report on Case Study Discussion on *Successful Digital Campaigns*

Title of Activity*	Case Study Discussion on Successful Digital Campaigns
Subject	Digital Media Marketing
Values	Promoting analytical and critical thinking
Learning Outcomes	<ul style="list-style-type: none">Analyzed real-world digital marketing campaigns and their strategic executionUnderstood the role of creativity, audience engagement, and analytics in campaign successDeveloped the ability to evaluate Return on Investment (ROI) in digital mediaStrengthened collaborative and problem-solving skillsGained exposure to practical applications of digital marketing theories
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name) *	Department of Journalism and Mass Communication
Program Theme*	Analyzing and understanding successful digital marketing campaigns through case studies
External Expert / Internal Expert	NA
Date*	03.09.2025
Time*	12:30 PM onwards
Venue	Room No. 2606, UG Building

Shivendu Kr. Rai
Dr. Shivendu Kr. Rai
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BA(JMC)-TIAS

Poster/Flyer/Notice*

TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI, INDIA

Department of
Journalism & Mass
Communication

Case Study Discussion

on

Successful Digital Campaigns

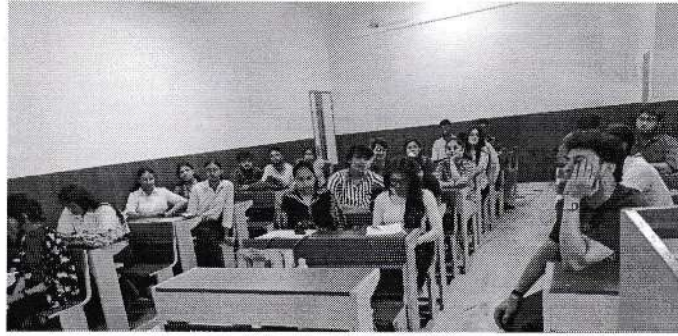
02 September, 2025
11:30 AM Onwards
Room No.- 2403, UG Building

Faculty Incharge: Ms. Swati Gupta

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	47
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
No. of External Participants (students + faculty) [write NA if not applicable]	NA


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Photograph*





Report:

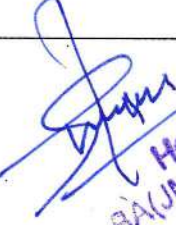
Description in (min 250 to max 800 words)

On 3rd September 2025, the Department of Journalism and Mass Communication at TECNIA Institute of Advanced Studies conducted a participative learning session titled *Case Study Discussion: Successful Digital Campaigns* in Room No. 2606, UG Building. The session commenced at 12:30 PM and witnessed active participation from 65 students, guided by the internal faculty members.

The objective of this activity was to provide students with a deeper understanding of the practical aspects of digital marketing through case-based learning. Students analyzed and presented case studies of various successful digital campaigns such as *Digital India*, *Make in India*, *Swachh Bharat Abhiyan*, *Start-up India*, and *Skill India*, as well as notable brand-led campaigns from industries like FMCG, fashion, and entertainment.

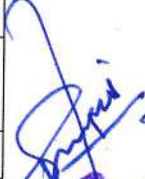

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	<p>Each group prepared a detailed presentation focusing on campaign objectives, strategies, use of digital platforms, audience engagement, creative content, and measurable outcomes. The participative discussion encouraged peer-to-peer learning and critical evaluation of campaign performance based on metrics such as reach, impressions, engagement rate, and conversion.</p> <p>Faculty facilitators guided the discussion by linking theoretical concepts with practical applications, emphasizing areas such as <i>content marketing, influencer strategy, SEO/SEM, social media analytics, and ROI measurement</i>. Students shared their insights on how digital marketing has evolved as a dominant force in brand communication, with emphasis on storytelling and interactive content.</p> <p>The activity fostered analytical and strategic thinking among students, allowing them to evaluate campaign effectiveness and identify best practices in the industry. It also strengthened their ability to interpret data-driven insights and integrate creativity with digital tools.</p> <p>The session concluded with a reflective discussion on future trends in digital marketing and the increasing role of artificial intelligence, user-generated content, and personalized campaigns. The event proved to be a highly engaging and educational experience, aligning well with the department's goal of experiential and participative learning.</p>
Recourse Person Profile	NA
Attendance Sheet*	<i>Attached at the end of Report</i>
Report Submitted by Event Coordinator (write faculty coordinator name)	Ms. Swati Gupta, Assistant Professor BA (J&MC), TIAS
For Office Use	
Signature of Event Coordinator	
<u>List of Beneficiary</u>	



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List of Participants

S.No.	Student ID	Enroll No.	Name of Student
1	TIAS/BAJMC/2023-26/17810	00117002423	MEHAK WASAN
2	TIAS/BAJMC/2023-26/17712	00417002423	JAITSRI KAUR
3	TIAS/BAJMC/2023-26/17734	00517002423	UDAY
4	TIAS/BAJMC/2023-26/17729	00617002423	MOHAK SETH
5	TIAS/BAJMC/2023-26/17710	00717002423	ABHINAV GUPTA
6	TIAS/BAJMC/2023-26/17742	00917002423	KAMAKSHI
7	TIAS/BAJMC/2023-26/17725	01017002423	MADHAV ARORA
8	TIAS/BAJMC/2023-26/17757	01117002423	NUPUR
9	TIAS/BAJMC/2023-26/17738	01217002423	VAIBHAV
10	TIAS/BAJMC/2023-26/17707	01317002423	ANMOL ABICHANDANI
11	TIAS/BAJMC/2023-26/17727	01417002423	DIVIJA BHANDARI
12	TIAS/BAJMC/2023-26/17726	01517002423	ATISHAY JAIN
13	TIAS/BAJMC/2023-26/17715	01617002423	VANI
14	TIAS/BAJMC/2023-26/17756	01717002423	VANI
15	TIAS/BAJMC/2023-26/17759	01817002423	EVYAN KUMAR
16	TIAS/BAJMC/2023-26/17714	01917002423	SHAURYA JAYASWAL
17	TIAS/BAJMC/2023-26/17723	02117002423	HARSHITA GUPTA
18	TIAS/BAJMC/2023-26/17716	02217002423	KAVYA SHARMA
19	TIAS/BAJMC/2023-26/17711	02317002423	KUSHAL SHARMA
20	TIAS/BAJMC/2023-26/17705	02417002423	TANISHKA JAIN


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21			
22	TIAS/BAJMC/2023-26/17731	02517002423	SARTHAK SHARMA
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24	TIAS/BAJMC/2023-26/17719	02617002423	POOJA
25	TIAS/BAJMC/2023-26/17706	02717002423	KHUSHI DAS
26	TIAS/BAJMC/2023-26/17730	02817002423	TANUSHKA
27	TIAS/BAJMC/2023-26/17758	02917002423	KHANAK
28	TIAS/BAJMC/2023-26/17737	03017002423	AMBUJ AHLLUWALYA
29	TIAS/BAJMC/2023-26/17717	03117002423	ABHINAV KUMAR
30	TIAS/BAJMC/2023-26/17736	03217002423	RUPANSH
31	TIAS/BAJMC/2023-26/17722	03317002423	SANGINI GHOSH
32	TIAS/BAJMC/2023-26/17754	35917002423	RIVANSHI THAKUR
33	TIAS/BAJMC/2023-26/17713	03417002423	AARTI SEHDEV
34	TIAS/BAJMC/2023-26/17741	03517002423	JAANASHEEN
35	TIAS/BAJMC/2023-26/17702	03617002423	DOLLY CHAWLA
36	TIAS/BAJMC/2023-26/17732	03717002423	SNEHA
37	TIAS/BAJMC/2023-26/17724	03817002423	ABHAY KUMAR SOLANKI
38	TIAS/BAJMC/2023-26/17735	03917002423	NISHANT KUMAR SINGH
39	TIAS/BAJMC/2023-26/17720	04117002423	HARSH
40	TIAS/BAJMC/2023-26/17752	35117002423	AARAV ARORA
41	TIAS/BAJMC/2023-26/17747	35217002423	NIYATI BIST
42	TIAS/BAJMC/2023-26/17744	35317002423	PRATHAM SETHI
43	TIAS/BAJMC/2023-26/17749	35417002423	MEHAK JAIN
44	TIAS/BAJMC/2023-26/17746	35517002423	NAMAN KUMAR


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45	TIAS/BAJMC/2023-26/17743	35617002423	CHAITANYA GANDHI
46	TIAS/BAJMC/2023-26/17751	35717002423	MEHAK KAUSHIK
47	TIAS/BAJMC/2023-26/17750	35817002423	BHOOMI

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