TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

MARKETING DOMAIN CLUB	
Report on Workshop on Emerging Trends in Marketing & AI	
Event	Workshop on Emerging Trends in Marketing & AI
Type of Activity:	Workshop
OBE Values	Critical Thinking
Mulya Pravah	Innovation & Creativity
Global Impact-UNSDG No.	SDG 9
Objectives	▪ To familiarize students with **emergingtrends in marketing and Artificial Intelligence (AI)** and their growing relevance in contemporary business. ▪ To develop students' **critical thinking and analytical abilities** in understanding AI-driven marketing practices. ▪ To provide exposure to **industry-oriented applications of AI in marketing**, thereby bridging the gap between classroom learning and professional practices. ▪ To encourage **innovation and creativity** in the use of technology for marketing decision-making and customer engagement. ▪ To enhance students' understanding of evolving marketing tools, technologies and digital practices. ▪ To connect academic learning with industry perspectives through interaction with an external expert from **Skill Binders**.
Course Mapping	BBA209
Course Outcome (CO)	CO1
BT Level	L3
Expected Outcomes	After participating in the workshop, students are expected to: Develop an understanding of the **role and significance of AI in modern marketing**.

	▪ Identify emerging technology-driven trends influencing marketing strategies and practices. ▪ Apply critical thinking to analyse opportunities and challenges associated with AI-enabled marketing. ▪ Develop an innovative mindset towards the use of technology for marketing problem-solving.
In collaboration/association with	SKILL BINDERS
Name & Designation details of Resource Person- Internal Expert (LinkedIn Profile Link)	
Name & Designation details of Resource Person- External Expert Trained counseling expert(LinkedIn Profile Link)/	https://www.linkedin.com/in/murshidul-anowar?utm_source=share_via&utm_content=profile&utm_medium=member_android Mr. Murshidul Anowar, Founder- Skill Binders
Duration (Date & Time)	7th Sep, 2026 & 11.30 am onwards
Mode (Offline/Hybrid)	Offline
Venue	Room No. 1302, PG Building, TIAS
No. of Internal Participants	67
No. of External Participants *[write NA if not applicable]*	NA
No. of Institutions Participated	-
University Representation	-
Awards/Recognition (if any) (Attach e-copy of Awards/Certificates)	-

Innovation / Best Practice

The workshop adopted an industry-academia experiential learning approach by bringing an external industry expert, Mr. Murshidul Anowar, Founder, Skill Binders, into direct interaction with students.

Key innovative features include:

- Integration of Artificial Intelligence with Marketing, reflecting contemporary industry requirements.
- Industry interaction to supplement conventional classroom teaching.
- Experiential exposure to emerging marketing technologies and practices.
- Alignment of the activity with OBE – Critical Thinking, Mulya Pravah – Innovation & Creativity, and UNSDG 9 – Industry, Innovation and Infrastructure.

Feedback:

Mode of feedback collection (form / oral / reflection / survey)	Evidence to be maintained by the Event coordinator
Key feedback highlights	• Students demonstrated enthusiastic participation and engagement throughout the workshop. • Participants found the exposure to emerging marketing trends and AI applications relevant to their academic and professional development. • The industry interaction helped students connect theoretical marketing concepts with contemporary professional practices. • Students appreciated the opportunity to learn from an industry expert and gain practical perspectives. • The workshop stimulated students' interest in innovation, technology and future-oriented marketing practices.
Suggestions for improvement (if any)	-

Concluding remarks (s): *(In about 50-100 words)*

The workshop on "Emerging Trends in Marketing & AI" provided students with valuable exposure to the rapidly evolving intersection of marketing and Artificial Intelligence. The industry interaction facilitated experiential learning and helped participants relate academic concepts with contemporary business practices. The enthusiastic participation of 67 students reflected their interest in technology-enabled marketing and professional development. The activity successfully promoted critical thinking, innovation and creativity while strengthening industry-academia linkage. Overall, the workshop contributed meaningfully towards preparing students for emerging opportunities and challenges in the technology-driven marketing environment.

Media Coverage:

Social media link(s) (Mandator y)	https://www.instagram.com/p/DdBigjdAVi0/?img_index=2&stkn=bXRvazhlanAzdmhy
Print Media evidence (If any)	-

Poster/Flyer



Geotag photos (with Caption):





Glimpses of enthusiastic student participation during the workshop, fostering learning and professional growth



From learning to exploring—our students participated with great enthusiasm in the workshop

List of Participants (Attendance Sheet):

S. No.	Enrollment No.	Student Name	Prog & Year
1	00117001725	Sutapa Sikdar	Bba 2nd Yr
2	00317001725	Mayank Tyagi	Bba 2nd Yr
3	00417001725	Vansh Raj	Bba 2nd Yr
4	00517001725	Manav Yadav	Bba 2nd Yr
5	00617001725	Ridhima Madaan	Bba 2nd Yr
6	00717001725	Aryan	Bba 2nd Yr
7	01017001725	Shikha Kumari	Bba 2nd Yr
8	01217001725	Trishla Sejwal	Bba 2nd Yr
9	01317001725	Muskan	Bba 2nd Yr
10	01417001725	Yashika Malhotra	Bba 2nd Yr
11	01517001725	Nimit Miglani	Bba 2nd Yr
12	01617001725	Ketan Sharma	Bba 2nd Yr
13	01717001725	Gauri Sharma	Bba 2nd Yr

14	01917001725	Sakshi	Bba 2nd Yr
15	02017001725	Gautam Gupta	Bba 2nd Yr
16	02217001725	Revansha Gupta	Bba 2nd Yr
17	02317001725	Naima Anand	Bba 2nd Yr
18	02517001725	Nikhil Kumar Singh	Bba 2nd Yr
19	02617001725	Chaitanya Goyal	Bba 2nd Yr
20	02717001725	Lakshay Mittal	Bba 2nd Yr
21	02817001725	Pranav Kumar	Bba 2nd Yr
22	03917001725	Tushar Juneja	Bba 2nd Yr
23	04017001725	Drishty Narula	Bba 2nd Yr
24	04217001725	Nandani Jindal	Bba 2nd Yr
25	04317001725	Parth Bhardwaj	Bba 2nd Yr
26	04617001725	Ryan Dabas	Bba 2nd Yr
27	04717001725	Kriday Singh Panwar	Bba 2nd Yr
28	04817001725	Sneha	Bba 2nd Yr
29	04917001725	Alshifa Khan	Bba 2nd Yr
30	05217001725	Ayush Rawat	Bba 2nd Yr
31	05817001725	Charu Sharma	Bba 2nd Yr
32	05917001725	Manav Juneja	Bba 2nd Yr
33	06017001725	Agam Kaur	Bba 2nd Yr
34	06117001725	Shyana Gupta	Bba 2nd Yr
35	06217001725	Himanshu Bora	Bba 2nd Yr
36	06317001725	Aarush Grover	Bba 2nd Yr
37	06717001725	Bharti Mittal	Bba 2nd Yr
38	08217001725	Supriya Jain	Bba 2nd Yr
39	08317001725	Vinit Sharma	Bba 2nd Yr
40	08417001725	Yashika Arora	Bba 2nd Yr
41	08517001725	Aarna Mahindra	Bba 2nd Yr
42	08617001725	Harshita Gupta	Bba 2nd Yr

43	08717001725	Sarthak Jain	Bba 2nd Yr
44	08817001725	Gauri Kaushik	Bba 2nd Yr
45	09317001725	Shoaib Ansari	Bba 2nd Yr
46	09417001725	Saksham Maskara	Bba 2nd Yr
47	09517001725	Rahul Sharma	Bba 2nd Yr
48	09617001725	Rudraksh Bansal	Bba 2nd Yr
49	09817001725	Rohit Kansal	Bba 2nd Yr
50	09917001725	Khushi Vij	Bba 2nd Yr
51	10017001725	Mohd Zaid Chaudhary	Bba 2nd Yr
52	10117001725	Vansh Luthra	Bba 2nd Yr
53	10217001725	Shreya Jha	Bba 2nd Yr
54	10317001725	Tanishq Tomar	Bba 2nd Yr
55	10517001725	Mokshi Jain	Bba 2nd Yr
56	11017001725	Shagun Mathur	Bba 2nd Yr
57	11117001725	Yuvansh Bhatia	Bba 2nd Yr
58	11217001725	Ram Bhutani	Bba 2nd Yr
59	11317001725	Ayodhika Kapoor	Bba 2nd Yr
60	11417001725	Gazal Aggarwal	Bba 2nd Yr
61	11517001725	Aryan Singh	Bba 2nd Yr
62	11617001725	Nikhil Ratra	Bba 2nd Yr
63	11717001725	Kunal Arora	Bba 2nd Yr
64	11817001725	Jatin Sharma	Bba 2nd Yr
65	11917001725	Tamanna Thakur	Bba 2nd Yr
66	12017001725	Nanak Nagpal	Bba 2nd Yr
67	12117001725	Hrithik Verma	Bba 2nd Yr

Dr. Shalini Gupta
Club Incharge

Asso. Dean, Dept. of Mgt. Sc.
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