

Course Name: Student Development Program on Virtual Interaction and Marketing (30 hrs)

Date: 22th July, 2021 – 29th July, 2021

Course Outline/Syllabus/Curriculum:

Module1: (6hrs)

- Creative Writing :
 - What is creative writing?
 - Topics of creative writing
 - Elements of creative writing :- Unique Plot, Character Development, Underlying theme, Visual Descriptions, Point Of View, Imaginative Language, Emotional Appeal; Examples Of Creative Writing.

Module2: (6hrs)

- Digital Marketing :
 - What is Digital Marketing?
 - Common Problems that Digital Marketing can solve
 - Components of Digital Marketing
 - ROI of a successful digital marketing program, Planning
 - Implementing and optimizing a digital marketing program.

Module3: (6hrs)

- Conducting Webinar :
 - What is Webinar?
 - Importance of webinar
 - Steps to conduct a webinar
 - Creating Google forms
 - Designing Poster
 - Creating WhatsApp Groups
 - Hosting a meeting
 - Generating E – Certificates.

Module4: (6hrs)

- Graphic Designing :
 - What is Graphic Designing?

- Basics Of Graphic Designing
- Types Of Graphic Designing
- Common Graphic Designing Tools
- How to start designing?

Module5: (6hrs)

- Oratory Skills And Handling Stress:
 - How to be a good Orator?
 - The Different Types of Oratory Skills
 - Qualities of a Good Orator
 - Perfecting your Oratory Skills
 - Stress Basics
 - Causes Of Stress
 - Effects if Stress, How to handle Stress?

ASSESSMENT PROCEDURE:

Various practice exercises, such as report writing, poster design, and presentations, were used to test the students. The students completed their one-week course successfully and on schedule, as well as their homework.

SUMMARY REPORT WITH OUTCOME:

A Student Development Programme (30 hrs) was offered to the scholars of all disciplines with the primary goal of providing a golden opportunity to learn and advance various modern-day skills. Participants were given time to clear their doubts, and the sessions truly assisted them in learning a modern skill that they can fully utilise in the advancement of their career.

Student Development Programme on Virtual Interaction and Marketing (30 hrs)
under
Project VISTAR from 22/7/2021 to 29/7/2021

In order to brushen up the skills among the students, a Student Development Programme (30hrs) was organized under the rolling project VISTAR by the Centre for Skill Development in collaboration with IQAC from 22/7/2021 to 29/7/2021. The primary goal of project VISTAR was to provide everyone with a golden opportunity to learn and progress. The programme reached its success because of the guidance and blessings of Prof. Rabi Narayan Kar, Principal of Shyam Lal College, Dr. Kavita Arora, Convenor of Centre for skill development, Dr. Kusha Tiwari, Coordinator of IQAC, CSD faculty team. This course covered various topics like content writing; digital Marketing, conducting webinars, graphic designing, and oratory skills etc. 69 students attended the course. They took full advantage from the course and were also provided with modules.



SLC (University of Delhi)
Shyam Lal College
Center for Skill Development & IQAC
present
Virtual Interaction & Marketing

Student Development Programme for 30 hrs
Under Project VISTAR

22nd July, 2021 - 29th July, 2021

Modules to be Covered

Graphic Designing

Oratory Skills
&
Handling Stress



Faculty Organizing Team

Creative Writing

Digital Marketing
&
Conducting Webinars

Dr. Gayatri Chaturvedi Dr. Kinshuk Majumdar Dr. Seema Dabas
Dr. Komilla Suri Dr. Ritu Aggarwal Mohd. Sajid Ms. Sumanjeet

Student Team

Nehakshi Kamran Siddharth Jasmine Bharat Ayush Shruti
Yash Rawat Bhavika Govind Nikita Sonia Yash Gautam

Dr. Kavita Arora **Dr. Kusha Tiwari** **Prof. Rabi Narayan Kar**
Convenor, CSD Coordinator, IQAC Principal, SLC

◆ **For queries mail us at: csd@shyamlal.du.ac.in**

