

Department of Commerce, Jesus and Mary College

Seminar Report

AI Powered Digital Marketing Masterclass

“Learn Digitally, Grow Digitally”

Date: 30th October, 2025 (Thursday)

Time: 9.30 AM – 11.15AM

Venue: 3rd Floor Hall

Resource Person: Mr. Alankar Ganguly | Head, Marketing – Covalent Softwares Pvt. Ltd. | Ex – CISCO | Hyundai | VLCC | Yes Foundation | Reliance | Certified – AI | Google Ads | Brand Management (IIM Bangalore)

No. of Participants: 165

On 30th October 2025, The Department of Commerce, in collaboration with Digitech Media Network, organized an insightful seminar titled “**AI Powered Digital Marketing Masterclass – Learn Digitally, Grow Digitally**”. The session was conducted by Mr. Alankar Ganguly, an eminent expert in the field of digital marketing and artificial intelligence.



The seminar commenced with Mr. Ganguly discussing the power of digital marketing and providing an overview of the ever-evolving digital marketing landscape. He elaborated on the effective ways to promote a brand in the digital space and emphasized that digital marketing has become an essential skill and a leading trend in the current professional world.



Mr. Ganguly also highlighted the career opportunities available in this domain, explaining how one can work as a freelancer or be part of an advertising agency. He stressed the importance of understanding the algorithms of platforms like Instagram, Facebook, Snapchat, and Google Ads to optimize marketing strategies. He further discussed the key aspects of social media analysis, focusing on critical questions such as “What type of content works?”, “When and how often to post?”, and “Why to post?”.

He also shed light on the significance of understanding consumer and user behaviour, which forms the backbone of successful digital marketing. Moving forward, Mr. Ganguly explained how Artificial Intelligence enhances marketing, teaching the audience how to form effective AI prompts and reinforcing the idea that AI is here to assist, not replace us.

The seminar concluded with an engaging Google Form assessment and an interactive Q&A session, making the experience both informative and participative. Overall, the seminar proved to be an enriching and enlightening experience, providing students with valuable insights into the dynamic intersection of AI and digital marketing.





DEPARTMENT OF COMMERCE
Jesus and Mary College



presents

AI Powered Digital Marketing Masterclass



About the Organization

DigiTech Media Network, a venture of Covalent Softwares Pvt. Ltd. (est. 2011), is an MSME- empaneled Digital Marketing Training provider.



Mr. Alankar Ganguly, IIMB

About the Speaker

Mr. Alankar Ganguly, Head of Digital Marketing at Covalent Softwares Pvt. Ltd., has worked with brands like CISCO, Hyundai, VLCC, Yes Foundation and Reliance. He is certified in AI, Google Ads, and Brand Management (IIMB).



30th October, 2025
Thursday



9:30AM-11:15AM



3rd floor Hall

Prof. (Sr.) Molly K.A.
Principal
Jesus and Mary College

Prof. (Dr.) Vibha Mathur
Teacher-in-charge
Department of Commerce

Ms. Charu Sarin Arora
Ms. Monica Chhabra
Organising Committee

Sejal Thakkar
President
Tanishka Jindal
Vice President