



DEPARTMENT OF MASS COMMUNICATION

Pazhassiraja College, Pulpally, Wayanad, Kerala 673579

27.07.2021

EVENT REPORT

Lecture Series: FLASH TALKS- TALK 2

Session Title : Social Media Marketing; Trends and Opportunities
Speaker : Mr Mohan Raj, Social Media Marketing Consultant
Presided by : Dr. Anilkumar. K, Principal, Pazhassiraja College, Pulpally, Wayanad
Date and Time : 27/07/20251, 10 am to 11.30 am
Platform : Google Meet

The Department of Mass Communication, Pazhassiraja College organized a talk on Social Media Marketing; Trends and opportunities as part of **FLASH TALKS**. It was the second talk in the lecture series, Flash talks. The talk was delivered by Mr. Mohan Raj, a social media marketing consultant. Our honorable principal, Dr. Anilkumar has presided over the session. While delivering his presidential address, Dr. Anilkumar mentioned about the value of digital marketing and social media marketing in the current virtual market space.

The session had elaborate discussions on where to start off, freelancing, Gig Economy, Demand and supply, Content creation, Personal brand, Social media marketing opportunities, Job opportunities, Job prerequisites, How to apply, Where to apply, What's required and pay scale and pay range, etc. The session gave insights to our student community on how to approach an employer, how to equip them to take up freelancing opportunities, what are the opportunities they can make use and how they can generate money on social media as a freelancer. It also discussed remote working. The session was highly useful and interactive. Mr. Mohan oriented our students on how to prepare an effective CV, a clean LinkedIn profile, and a virtual profile with zero investments. The session also had a live demonstration of applying for jobs online via LinkedIn and other platforms.

All the second semester (18) students of Mass Communication (MJMC) attended the session along with few other faculty members and students of Pazhassiraja College. The session was highly motivating to our students. The students appreciated the expertise of the resource person while rendering the feedback. Dr. Jobin Joy (faculty) welcomed the gathering. Ms. Amritha George, a student from MJMC proposed the vote of thanks. Mr. Akshaikumar, another student from MJMC hosted the event.

Encl: Session Screenshots, group picture, and Event Poster

Program Coordinator

Dr. Jobin Joy

IQAC Coordinator

Dr. Dileep M. R

Principal

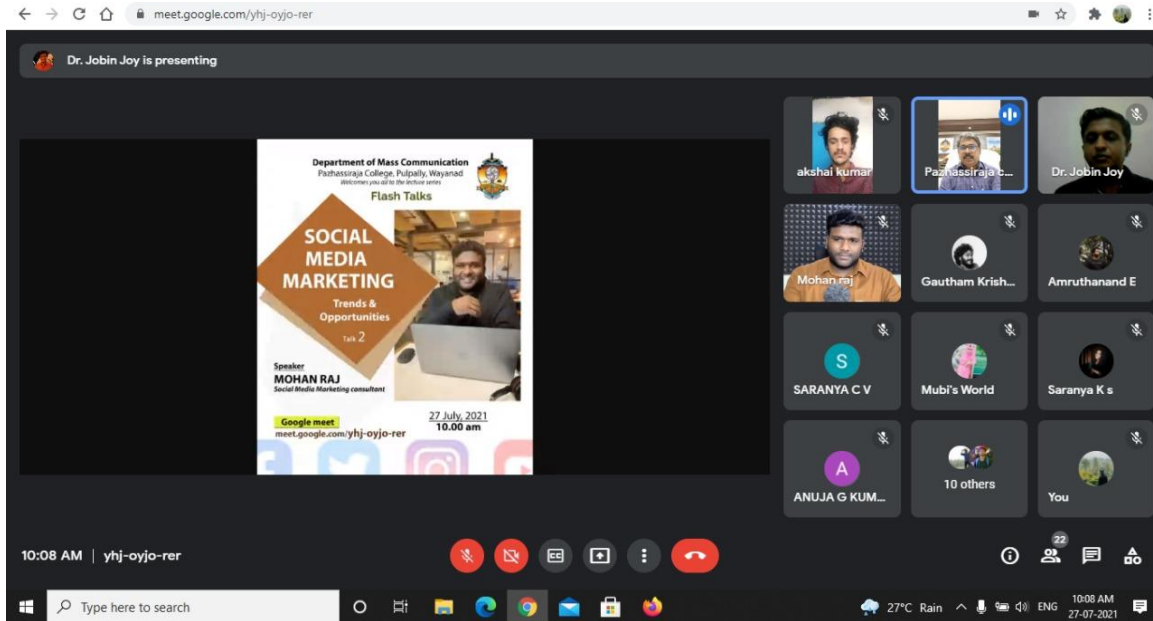
Dr. Anil Kumar K



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Session Screenshots





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Mohan raj is presenting

DIGITAL MARKETING

https://www.instagram.com/reel/CBpYIEU6h7vfm_source_via_web_copy_link

- 1) CERTIFIED IN FACEBOOK ADS
- 2) WORKED FOR DIGITAL MASTERS IN INDIA
- 3) TRAINED IN LEAD-GENERATION AND E-COMMERCE SALES USING FACEBOOK AND INSTAGRAM MARKETING

Flash Talk 2: Social Media Marketing

Participants: Mohan raj, akshai kumar, Pazhassiraja college, Faseela Basheer, Gautham Krishna, Shobin Mathew, Amritha George, 12 others, You.

Mohan raj is presenting

SOCIAL MEDIA OPPORTUNITIES

- Job
- Job prerequisites
- How to apply
- Where to apply
- What's required
- Pay scale
- Pay range

Flash Talk 2: Social Media Marketing

Participants: Gautham Krishna, Afoef Raheem, Faseela Basheer, akshai kumar, SARANYA C V, Mubli's World, Mohan raj, 10 others, You.

Mohan raj is presenting

PROFILE OPTIMISATION

- 1) RESUME BUILDING
- 2) LINKEDIN PROFILE
- 3) INSTAGRAM PROFILE
- 4) PROFESSIONAL EMAIL
- 5) PORTFOLIO

Flash Talk 2: Social Media Marketing

Participants: Mohan raj, Gautham Krishna, Akshay Dhan, Faseela Basheer, Sathchind P K, akshai kumar, 12 others, You.

In-call messages

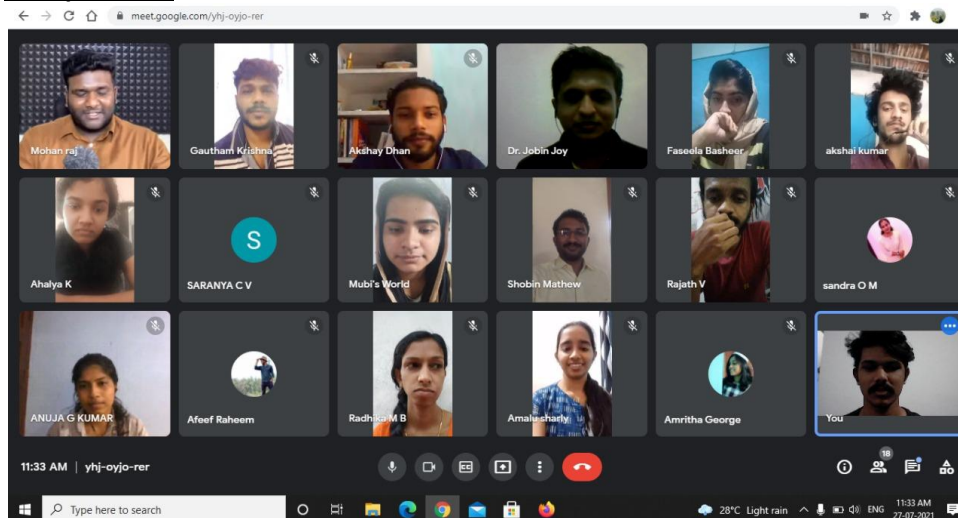
- Saranya K & 10:44 Active
- Faseela Basheer 10:47 No sr
- Shobin Mathew 10:47 No
- Gautham Krishna 10:56 Yes sr
- Amritha George 10:56 No idea
- Mubli's World 10:56 Yes sr
- Akshay Dhan 10:57 dodge.com



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Group Picture



EVENT POSTER

Department of Mass Communication
Pazhassiraja College, Pulpally, Wayanad
Welcomes you all to the lecture series



Flash Talks

SOCIAL MEDIA MARKETING
Trends & Opportunities
Talk 2



Speaker
MOHAN RAJ
Social Media Marketing consultant

Google meet
meet.google.com/yhj-oyjo-rer

27 July, 2021
10.00 am

