

| Event Details | |
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| Event Name | Training |
| Topic | Industrial Visit High Heads |
| Date | 2024 -04 -20 to 2024 -04 -20 |
| Mode | Offline |
| Venue | Zirakpur |
| Organizer Name | Centre for Digital Marketing , Strategy and Analytics |
| No. of Participants | 28 |
| SDG No | SDG 4: Quality Education , SDG 9: Industry , Innovation and Infrastructure , SDG 17: Partnership for the Goals |

Objective :

1. Learn about digital marketing strategies used in fashion .
2. See how fashion brands create engaging content .
3. Explore how data is used to make marketing decisions .
4. Understand how agencies manage client relationships and run campaigns .

Description :

On 20th April 2024 , the BBA-Digital Marketing students had the opportunity to visit High Heads Pvt. Ltd., a leading fashion - based digital marketing company located in Zirakpur . The visit was organized with the aim of providing students with practical insights into the workings of a digital marketing firm in the fashion industry . The objectives of the visit were meticulously planned to ensure a comprehensive learning experience for the students .

Outcomes :

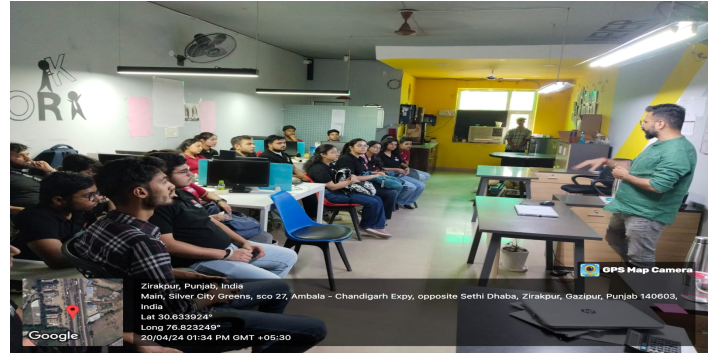
1. Deeper understanding of digital marketing : Learned practical applications of digital marketing concepts .
2. Improved content creation skills : Developed skills to create effective digital content for fashion brands .
3. Data analysis proficiency : Gained proficiency in analyzing marketing data to make strategic decisions .
4. Experiential learning : Connected classroom learning with real-world practices in digital marketing .



UG Programs Chitkara Business School



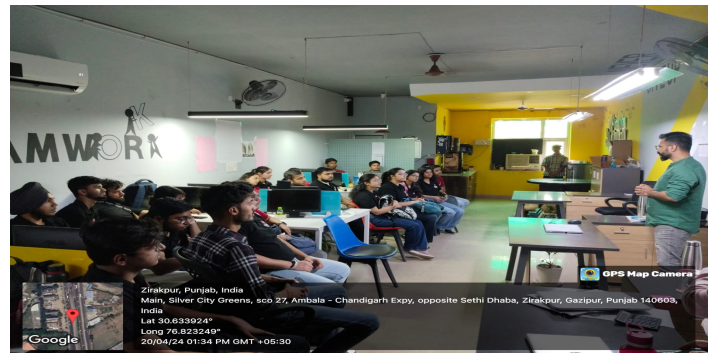
Students during visit to High Heads Pvt Ltd(20.04.2024)



Company Representative discussing working of the company (20.04.2024)



Group photograph outside High Heads Pvt. Ltd. office (20.04.2024)



Company Representative discussing working of the company (20.04.2024)