



**Sri Guru Teg Bahadur Khalsa College
Sri Anandpur Sahib Punjab**



**Institution's Innovation Council
in collaboration with
PG Department of Computer Science
Organized
Awareness Program on
“Digital Marketing Integrated with Artificial Intelligence”
on 21st Jan, 2026**

P.G. Department of Computer Science, Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, in collaboration with the Institution's Innovation Council (IIC), organized an Awareness Program on “Digital Marketing Integrated with Artificial Intelligence” on 21st Jan, 2026 to familiarize students with emerging career opportunities at the intersection of technology and business.

The program was conducted by Er. Harjinder Singh, the resource person for the session, who is associated with the company “Top Rank Master.” During the session, Er. Harjinder Singh provided valuable insights into how Artificial Intelligence is transforming Digital Marketing through tools and techniques such as data analytics, automation, customer behavior analysis, predictive modeling, and personalized content strategies. He also discussed various career opportunities and job roles related to AI-driven digital marketing.

Dr. Jasvir Singh, Principal of the college, appreciated the initiative of the P.G. Department of Computer Science and the Institution's Innovation Council for organizing such a career-oriented awareness program. He encouraged students to continuously upgrade their skills and adopt emerging technologies to remain competitive in the modern job market.

The program was organized under the guidance of Dr. Surender Kumar, Head, P.G. Department of Computer Science, who emphasized the importance of integrating technical knowledge with real-world applications to enhance students' employability and entrepreneurial potential.

Dr. Gurpreet Kaur, President, Institution's Innovation Council and Head, P.G. Department of English, also commended the organizing team. She highlighted the role of the Institution's Innovation Council in promoting innovation, skill development, and industry exposure among students.

The program was efficiently coordinated by Prof. Tajinder Kaur with the support of all the faculty members of Computer Science department.

Link after the event:

<https://www.facebook.com/100057400550019/posts/pfbid02br6B2q2gEPyceFvXvEFiZKcyq3AUTfLu6UrSLzhLdfHetZMXvAPHoYpsAQHvwdtl/>

Link of event Instagram:

<https://www.instagram.com/p/DTxe8oUElm6/?igsh=MW84cmJlZHoydGl2aQ==>

Objective:

To create awareness among students about the integration of Artificial Intelligence with Digital Marketing and its impact on emerging career opportunities.

Benefit:

The program helped students gain practical insights into AI-driven digital marketing tools and trends, enhancing their skills, employability, and readiness for the modern job market.

Total No of students: 90

Faculty: 8

