

24 May 2022

**GEN Z IS CHANGING THE SOCIAL LANDSCAPE.
MARKETERS BETTER TAKE NOTE OR THEY WON'T KEEP UP.**

Social media is the communal interaction among the people in which they create , share or exchange information and ideas in virtual communities . Marketing Students of Class 12 presented their views on the topic “Social media marketing In India” as their Marketing Week Activity on 24.5.2022.

This project helped the students to ascertain knowledge about different assets of Social media platforms.

Students presented various social media platforms and reflected their opinions about it . They discussed about the social media being a two faced sword and having various controversies.

They discussed about the controversies, advantages and disadvantages of these platforms. It helped students to enhance their knowledge and provided an opportunity to share their perspectives on this notion. They used various presentations and banners in order to represent their thought about the same.

