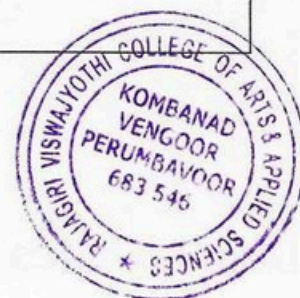




## RAJAGIRI VISWAJYOTHI COLLEGE OF ARTS AND APPLIED SCIENCES

### 11. Report on Digital Marketing Tools and Techniques

Programme Details in a Nutshell	
<b>Name of the Event</b>	"Digital Marketing Tools and Techniques "
<b>Nature of the Event</b>	Workshop
<b>Objectives</b>	<ul style="list-style-type: none"><li>• To gain more knowledge about essential Digital Marketing Tools</li><li>• To Implement Effective Digital Marketing Strategies</li></ul>
<b>Resource Person</b>	Dr. Prathibha P.H, SSV College, Valayanchirangara
<b>Date And Time</b>	17-08-2023 to 18-08-2023 10. AM to 04.30.P M
<b>Duration</b>	10 Hrs
<b>Beneficiaries</b>	39 Students
<b>Venue Or Platform</b>	3 <sup>rd</sup> Year BBA Class, RVCAS
<b>Organizing Dept./ Cell</b>	Dept. of Computer Applications in association with IQAC
<b>Coordinator</b>	Ms.Rengini D, Assistant Professor, Department of Computer Applications
<b>Outcome/ Benefit of the Programme</b>	<ul style="list-style-type: none"><li>● Participants will show a clear understanding and effective use of key digital marketing tools</li><li>● Attendees will be able to create and implement impactful digital marketing strategies</li></ul>

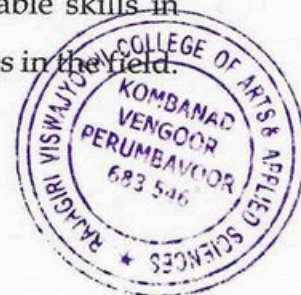


## Detailed Report

The "Digital Marketing Tools and Techniques" workshop, held on August 17th and 18th, 2023, was designed to deepen participants' understanding of essential digital marketing tools and strategies. Conducted by Dr. Prathibha P.H from SSV College, Valayanchirangara, the workshop was held from 10:00 AM to 4:30 PM at the 3<sup>rd</sup> Year BBA Lecture Hall of Rajagiri Viswajyothi College of Arts and Applied Sciences (RVCAS). Spanning 10 hours, the event catered to 39 students and was organized by the Department of Computer Applications in association with IQAC, with Ms. Rengini D, Assistant Professor in the Department of Computer Applications, coordinating the programme. The primary objective of the workshop was to gain more knowledge about essential digital marketing tools. Dr. Prathibha P.H led a series of interactive sessions that introduced participants to various digital marketing platforms and tools. These included search engine optimization (SEO) tools, social media management software, email marketing platforms, and analytics tools. Participants engaged in hands-on activities that provided practical experience with these tools, enhancing their ability to effectively manage and optimize digital marketing campaigns.

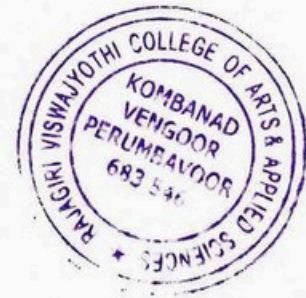
In addition to tool mastery, the workshop aimed to implement effective digital marketing strategies. Dr. Prathibha P.H guided attendees through the development and execution of comprehensive digital marketing plans. Students learned how to integrate various tools into cohesive strategies, targeting specific marketing goals and audiences. Practical exercises focused on creating and refining digital marketing strategies that leverage the capabilities of the tools introduced, allowing participants to apply their knowledge in real-world scenarios.

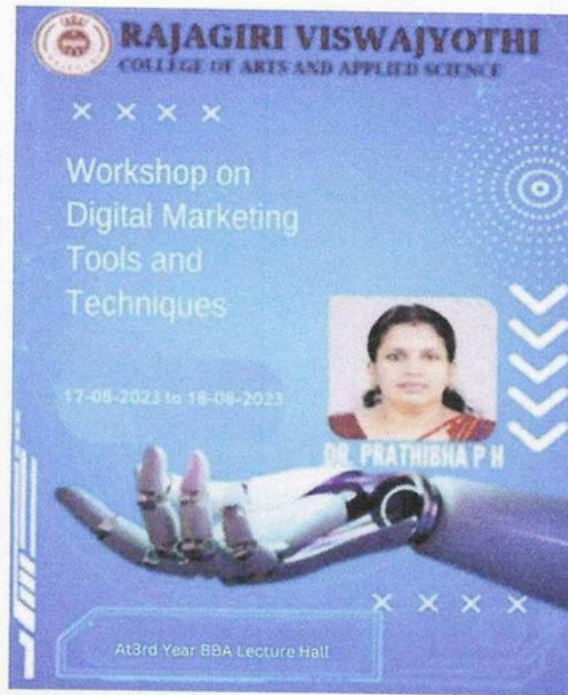
Ms. Rengini D, the workshop coordinator, played a crucial role in ensuring the program's smooth execution. Her coordination, combined with Dr. Prathibha P.H's expertise, contributed to a successful learning experience for the participants. The workshop effectively met its objectives, equipping students with valuable skills in digital marketing tools and strategies, thereby enhancing their capabilities in the field.



## Feedback Report

The "Digital Marketing Tools and Techniques" workshop, held on August 17th and 18th, 2023, received positive feedback from all participants. Dr. Prathibha P.H's engaging sessions provided valuable insights into essential digital marketing tools and strategies, which students appreciated for their practical application. Participants demonstrated a solid understanding and effective use of various digital marketing tools, as well as the ability to create and implement impactful marketing strategies. The interactive and hands-on approach of the workshop was highly praised, leading to an overall high satisfaction rating. Attendees left with enhanced skills and confidence in managing digital marketing campaigns, making the workshop a successful and enriching experience.

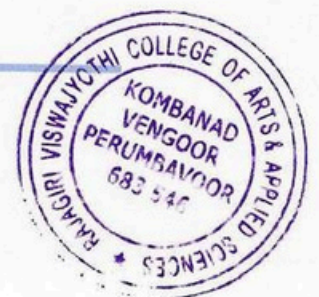




Poster of the Workshop on Digital Marketing Tools and Techniques



Students Exploring Key Digital Marketing Tools and Strategies at the Interactive Workshop



## Participant's List



### RAJAGIRI VISWAJYOTHI COLLEGE OF ARTS AND APPLIED SCIENCES, VENGOOR, PERUMBAVOOR

Name of the Program: *Workshop on Digital Marketing tools*

Date: *17-08-23 to 18-08-23* and *Techniques*

S I No	Name of Student	Department	Signature
1.	Ashes Mathew	III BBA	<i>Ashes</i>
2.	Farsim S	III BA English	<i>Farsim</i>
3.	DINO SYMBU	III BBA	<i>Dino</i>
4.	Alan P Shaju	III Bcom model 2 Finance & Taxation	<i>Alan</i>
5.	Megha Thomas	III Bcom model 2 Finance & Taxation	<i>Megha</i>
6.	NOEL FELIX	III BCOM	<i>Noel</i>
7.	Murthas Rini	III BBA	<i>Murthas</i>
8.	Abhy Sabu	III BCOM model 2	<i>Abhy</i>
9.	Alphy F Varghese	III Bcom model 2	<i>Alphy</i>
10.	Abhimanyu Boppi	III BCOM model 2 Finance & Taxation	<i>Abhimanyu</i>



11	Muhammed Anaf	III B com Model - 1 Finance & Taxation	<u>Anaf</u>
12	Muhammed shahid	III B com Model - 1 Finance & Taxation	<u>Muhammed</u>
13	Pandana PA	III B com Model - 1 Finance & Taxation	<u>Pandana</u>
14	NAVAMI VIJIKUMAR	III B com Model - 1 Finance & Taxation	<u>Navami</u>
15	Shanishu Arishu J	III B com Model - 1 Finance & Taxation	<u>Shanishu</u>
16	Tom Jose	III B com Model - 1 Finance & Taxation	<u>Tom Jose</u>
17	Abin Anil	III B com Model - 1 Finance & Taxation	<u>Abin</u>
18	Arun P S	III B com Model - 1 Finance & Taxation	<u>Arun</u>
19	Marthas . S	III B com Model - 1 Finance & Taxation	<u>Marthas</u>
20	Sangeet Meiyam Mammas	III B com Model - 1 Finance & Taxation	<u>Sangeet</u>
21	Sandhya Santhosh	III B com Model - 1 Finance & Taxation	<u>Sandhya</u>
22	Sivathmika TS	III B com Model - 1 - Finance & Taxation	<u>Sivathmika</u>
23	Siyanna CS	III B com Model - 1 Finance & Taxation	<u>Siyanna</u>
24	Sreej Sankar	III B com Model - 1 Finance & Taxation	<u>Sreej</u>
25	Abinaya Gopi	III B com Model - 1 Finance & Taxation	<u>Abinaya</u>
26	ABIE SARU	III B COM MODEL - 2 FINANCE & TAXATION	<u>Abie</u>



27	Able Sabu	III B.com Model 2	Able Sabu
28	Aghin Raj	III B.com Model 2	Aghin Raj
29	Alan P. Shiga	III B.com Model 2	Alan P. Shiga
30	Alphy J. Varghese	III B.com Model 2	Alphy Varghese
31	Anna Mariya Joy	III B.com Model 2	Anna Mariya Joy
32	Joseph Daniel Francis	III B.com Model 2	Joseph Daniel Francis
33	Megha Thomas	III B.com Model 2	Megha Thomas
34	Bejin Eldhose	III B.com Model 2	Bejin Eldhose
35	Jeffrey Joby	III B.com Model 2	Jeffrey Joby
36	KIRAN SETHUMADHAVAN	III B.COM MODEL 2	KIRAN
37	SRUTHI J	III B.COM MODEL 2	SRUTHI
38	Balamurali Krishna	III B.com Model 2	Balamurali Krishna
39	Abel Antony	III B.com Model 2	Abel Antony

Principal



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Faculty Coordinator

