

Workshop 5

Year	Batch (21-23)
Topic name of the workshop	Exploring the World of Digital Marketing: Google and Beyond
Speaker Name	Mr. Sumit Verma
Number of Participants	100
Date	27/08/2022 - 28/08/2022

The Activity report:

The workshop began with an introduction to digital marketing, its evolution, and its importance in today's business world. Sir, highlighted the fact that digital marketing is now an integral part of any marketing strategy and discussed how businesses use it to reach their target audience effectively.

Next, sir discussed the various tools and techniques used in digital marketing, including search engine optimization, social media marketing, email marketing, content marketing, and paid advertising. The students were given an in-depth understanding of each of these tools, their benefits, and how they can be used to develop effective digital marketing campaigns.

The sir also emphasized the importance of data analytics and how it can be used to measure the effectiveness of digital marketing campaigns. The students were given a hands-on experience of using tools such as Google Analytics to track website traffic and monitor key performance indicators.

The workshop also included case studies of successful digital marketing campaigns and provided insights into how these campaigns were planned, executed, and measured. This helped the students to understand the practical application of the concepts discussed in the workshop.

Attendance report:

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G14 | Batch 2021-23 Workshop DATE: 27/08/2022 - 28/08/2022

S.No.	Div.	PRN	Name	Attendance
1	A	21020542001	AADESH GAIKWAD	P
2	A	21020542002	ABDU LIA SIDDIQUI	P
3	A	21020542003	ABHIJEET PANDEY	A
4	A	21020542004	ABHILASHA RASTOGI	P
5	A	21020542005	ABHISHEK ANAND	A
6	A	21020542006	ABHISHEK MAITRA	P
7	A	21020542007	ADARSH KESHARI	P
8	A	21020542008	ADITHYA RAJEEVAN	A
9	A	21020542009	ADITI MARWAHA	P
10	A	21020542010	AKASH RAJNA	P
11	A	21020542011	AKSHITA DESAI	A
12	A	21020542012	AKSHAY PANARI	P
13	A	21020542013	ALISHA FARZANA	P
14	A	21020542014	ANARJIT SAHA	P
15	A	21020542015	ANANYA SINGH	A
16	A	21020542016	ANJALI SRIVASTAVA	P
17	A	21020542017	ANKIT ANAND	P
18	A	21020542018	ANKITA DUTTAGUPTA	A
19	A	21020542021	ARNAB CHATTERJEE	P
20	A	21020542022	ARNAV GUPTA	P
21	A	21020542023	ARJUNMEGH	P
22	A	21020542024	ASHLEY FELIX TUSCANO	P
23	A	21020542025	ASHUTOSH MEHRA	A
24	A	21020542026	ASTHA JAIN	P
25	A	21020542027	AZBANA VELATI	P
26	A	21020542028	BAHLE APOORVA NILESH	P
27	A	21020542029	BANSOD AMY VISHNU	A
28	A	21020542030	BHANU BHATTIA	P
29	A	21020542031	BISWAJIT DAS	A
30	A	21020542032	CHARESHA SHYAM SUDHA	P
31	A	21020542033	CHAUDHARI VIPUL VIJAY	P
32	A	21020542034	CHELLVAMATH R S	A
33	A	21020542035	CHINMAY SHEOREY	P
34	A	21020542036	CHIRANJEET BARKAKOTI	P

TOTAL -	160
PRESENT -	100
ABSENT -	60

PRN-SBU list

Ready | Accessibility: Investigate | 110%

