



NARAYANA ENGINEERING COLLEGE::NELLORE

NECN/IIC/MBA/2019-20/Seminar

Date : 06.01.2020

DEPARTMENT OF MBA

REPORT OF SEMINAR ON DIGITAL MARKETING ITS JOB OPPRTUNITIES

1	Name of the Activity/Event	SEMINAR ON DIGITAL MARKETING ITS JOB OPPRTUNITIES		
2	Date of Activity/Event	06 th JANUARY, 2019		
3	Organized by/Name of the committee	Department of Management Studies, NEC, Nellore		
4	Place of Activity/event	PG Seminar Hall		
5	Resource person/guest/organization	Sudheer Sandar. K.Ramesh Trainers, Motivational Speakers, Market Analyst, Hyderabad.		
6	Type of activity/Event	Seminar		
7	Activity/Event objectives	1. To gain knowledge on digital marketing. 2. To know various opportunities on digital marketing.		
8	Participation	Students	Faculty	Total
		72	05	77
9	General remarks	1. Various concepts are discussed in digital marketing. 2. It proved very beneficial to the students as well as the faculty members.		
10	Suggested Improvements	1 students are to be given practical training.		
11	Enclosures	1. Circulars 2. Report 3. Attendance		

12	Signature of In charge/convener	

A Brief Description of the Event :

Dr.R. Vani, Head of the Department welcomed all the Dignitaries and the Participants and the Seminar was inaugurated by Dr. G. Dhanunjhay, the Advisor, Department of MBA, Narayana Engineering College.

The main theme of this seminar is to provide the knowledge on digital marketing and the importance of digital marketing and various opportunities in it. The Department of Management Studies of Narayana Engineering College, Nellore Organized a Seminar on "DIGITAL MARKETING ITS JOB OPPRTUNITIES" on 06th January 2020.

Dr.G. Dhanunjhay, The Advisor, Department of MBA, NEC, in his inaugural address highlighted about the importance of digital marketing. He also discussed the key functions of digital marketing and the most important role of in industry.

With the lecture of Ms. G. Srividhya, HR Manager, Accenture, the resource person of this seminar explained the importance of digital marketing its importance and various opportunities on digital marketing.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

At Valedictory of the seminar Ms. G. Srividya was felicitated by the Advisor and HOD. A total of 62 students were benefitted by this seminar.

PHOTOS OF THE EVENT:



The Resource Person Mr. Sudheer sandar is delivering the Lecture

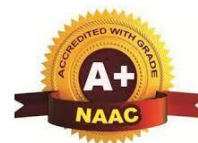


Students attending to the lecture

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NARAYANA ENGINEERING COLLEGE :: NELLORE



DEPARTMENT OF MBA

CIRCULAR

03.01.2020

It is hereby informed to all the second year MBA students that the Department of MBA is going to organize a seminar on 06th January, 2020. Ms. S. Sudheer, Trainers, Motivational Speakers, & Market Analyst, Hyderabad is coming to address the MBA students on Digital Marketing its job opportunities. All the students are instructed to attend the seminar without fail.

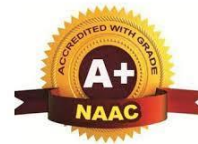
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2. Copy to notice board



NARAYANA ENGINEERING COLLEGE :: NELLORE



DEPARTMENT OF MBA

Attendance Sheet

Date: 06-01-2020

Class: MBA II Year Students

Resource Person: Ms. G. Srividya

Venue: PG Seminar Hall

Topic: Seminar on Digital Marketing its Job Opportunities

S. no	Roll Number	Student Name	Signature
1.	18711E0001	AITHA THRIVENI	
2.	18711E0002	AKKARAPAKA HARI PRIYA	
3.	18711E0003	AKKUPALLI NIKHITHA	
4.	18711E0004	AMARA VENKATA SAIKUMAR	
5.	18711E0005	ARKATI SRIKANTH	
6.	18711E0007	BADHIKA MANJU	
7.	18711E0009	BANDI ANKAIAH	
8.	18711E0010	BAYYA THARUN	
9.	18711E0017	CHEKKA PRAGATHI	
10.	18711E0018	CHERUKURI JAGADISH	
11.	18711E0020	CHERUKURU SIREESHA	
12.	18711E0021	CHERUKURU SWATHI	
13.	18711E0025	DANDU LAKSHMI MANASA	
14.	18711E0026	DEGA ASWITHA	

15.	18711E0029	DIDDI HIMAKAR RAJ	
16.	18711E0032	GADEKARI BHARGAV	
17.	18711E0033	GALLA SURYA TEJA	
18.	18711E0036	GANGODI VENKATESH	
19.	18711E0037	GANTA SANTOSH KUMAR	
20.	18711E0040	GURRAM SRIKANTH	
21.	18711E0042	INGILELA DIVYA	
22.	18711E0044	JADA PREM	
23.	18711E0045	JALADI MAHENDRAVARMA	
24.	18711E0047	K SARAVANA SATYA SRINIVAS	
25.	18711E0050	KALLURU NAVEEN	
26.	18711E0051	KANCHI SRINIVAS	
27.	18711E0052	KARAMSETTY JAHNAVI	
28.	18711E0056	KORAKUTI SURENDRA	
29.	18711E0057	LEBURU PAVAN KUMAR	
30.	18711E0058	LOKKU SRAVAN	
31.	18711E0060	MAKANA VAMSI	
32.	18711E0061	MAKKI ARAVIND	
33.	18711E0065	MANNEPALLI MOHAN RAO	
34.	18711E0067	MARUBOINA MADHU	
35.	18711E0072	MUNAGALA DHARANI	

36.	18711E0074	MUSUNURU CHANDU	
37.	18711E0077	MUVVALA SAI NAGA HASANTHI	
38.	18711E0078	NAPA SAI SARAN	
39.	18711E0079	NASINA SAI CHARAN	
40.	18711E0080	NEELI SAI ROHITH	
41.	18711E0081	NELLORE VIJAY	
42.	18711E0084	ORUGANTI GURUBHARATHWAJ	
43.	18711E0088	PALLA HYMA	
44.	18711E0090	PANDHI VENKATARUPA	
45.	18711E0092	PANNEM KAVYA	
46.	18711E0094	PATHAN FAZIL KHAN	
47.	18711E0096	PAYASAM SRINIVASULU	
48.	18711E00A1	POTHIREDDY SRIKANTH	
49.	18711E00A3	PUTTA BHANU PRAKASH	
50.	18711E00A5	RALLA HARI SANKAR	
51.	18711E00A8	SHAIK CHAN BASHA	
52.	18711E00A9	SHAIK JUHISHA	
53.	18711E00B1	SHAIK MANISHA	
54.	18711E00B4	SHAIK PARVEEN	
55.	18711E00B5	SHAIK RAJAQ	
56.	18711E00B7	SODE BINDU MADHAVI	

57.	18711E00B9	SURAM LAVANYA	
58.	18711E00C0	SYED ABDULANAS	
59.	18711E00C2	TIKKAVARAPU KRISHNA SAI	
60.	18711E00C4	UPPALA SIVAKRISHNA	
61.	18711E00C5	UPPALA SOUJANYA	
62.	18711E00C6	URDHALA MADHAVI	
63.	18711E00C7	VAKA VISHNUVARDHAN REDDY	
64.	18711E00C9	VEERAPUREDDY VINEETHA	
65.	18711E00D1	VELURU MOHAN BABU	
66.	18711E00D3	YADLA KAARTHEEK	
67.	18711E00D4	YANGAMUNAI AHGARI SHARATH BABU	
68.	18711E0069	MOGALETI SAI KRISHNA	
69.	18711E0063	MALLINENI VASAVI	
70.	18711E0054	KOMARA AJAY BABU	
71.	18711E0046	JOHN KALAIVANI	
72.	18711E0039	GURRAM RAJESH	

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