



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Computer Science & Engineering



Report of the IIC Program

1. Title of the event : Digital Marketing for Startups-
Building an Online Presence
2. Quarter in which activity conducted : Q4
3. Category of the activity : Self Driven
4. Program Type (Level and event type-
refer Level Description Sheet) :Seminar
5. Program Theme : Entrepreneurship & Startups
6. Date & Time : 13-07-2024
7. Duration (in hours) : 2 Hours
8. No of Student Participants : 110
9. No of Faculty Participants : 5
10. Mode of Delivery : Offline

14. Objectives of the Activity :

Department of Computer Science and Engineering has organized a seminar on “Digital marketing for startups :Building an Online presence “ to 2nd year students on 13-07-2024 . Dr.D.Damodara Reddy Associate professor of Mechanical Engineering Dept is the resource person for the session and he addressed the students about the importance of the Digital marketing and he continued with why it is needed and benefits of it.

The main objective of the activity is to get awareness on how startups can be promoted or advertised digitally to improve their productivity. Here are some key objectives:

- Understanding Digital Marketing Basics
- Strategic Planning
- Practical Skills Development
- Establishing a brand identity online.
- Creating a user-friendly and SEO-optimized website.
- Importance of mobile responsiveness.
- Content Marketing

15. Benefits in terms of learning/Skill/Knowledge obtained:

This session offers numerous benefits to students, equipping them with valuable skills and knowledge that can enhance their academic and professional development. Here are some key benefits:

- **Practical Skills Development:** Students gain hands-on experience with digital marketing tools and techniques, making them more proficient in areas like SEO, social media marketing, content creation, and analytics.

- **Career Readiness:** The session prepares students for careers in marketing, entrepreneurship, and related fields by providing them with in-demand skills that are highly valued in today's job market.
- **Entrepreneurial Mindset:** Students learn how to think like entrepreneurs, understanding the importance of marketing in launching and growing a startup, which can inspire them to pursue their own business ventures.
- **Creativity and Innovation:** The session encourages creative thinking and innovative problem-solving, helping students to come up with unique marketing strategies that can differentiate a startup in a competitive market.
- **Understanding of Modern Marketing Trends:** Students become familiar with the latest trends and developments in digital marketing, ensuring they stay current with industry best practices and innovations.
- **Enhanced Analytical Skills:** Learning how to measure and analyze the effectiveness of marketing campaigns helps students develop strong analytical skills, enabling them to make data-driven decisions.
- **Networking Opportunities:** Sessions often include interactions with industry professionals, guest speakers, or mentors, providing students with valuable networking opportunities.
- **Confidence Building:** Gaining knowledge and skills in digital marketing can boost students' confidence, empowering them to take on marketing roles or start their own businesses.
- **Versatile Application:** The skills learned in digital marketing can be applied across various industries, making students versatile and adaptable in their career paths.
- **Real-World Relevance:** By working on real-world case studies and projects, students see the direct application and impact of their learning, making the educational experience more engaging and relevant.

16. Web Links:

- Video link
- X-
https://x.com/MRCET_official/status/1813076097212510528?t=6Nh8NYOEPSQbpjfYCK_2QA&s=08
- Facebook—<https://www.facebook.com/share/p/SPfCMf76bYRB8mPc/?mibextid=WUal2a>
- Instagram— <https://www.instagram.com/p/C9W-MRMJELy/?igsh=YzljYTk1ODg3Zg==>

Photos

MALLAREDDY COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Organising a Seminar on

Digital Marketing for startups: Building an online presence

On Saturday 13-07-2024, 1:30PM-3:30PM

Venue : CSE Seminar Hall

RESOURCE PERSON
Dr.D.DAMODARA REDDY
Associate Professor

Dr. VSK Reddy Director
Dr. S. Srinivasa Rao Principal
Dr. T. Venugopal Dean Student Welfare
Dr. PHV Sesha Talpa Sai R&D Director
Dr. S. Shanthi HOD-CSE

