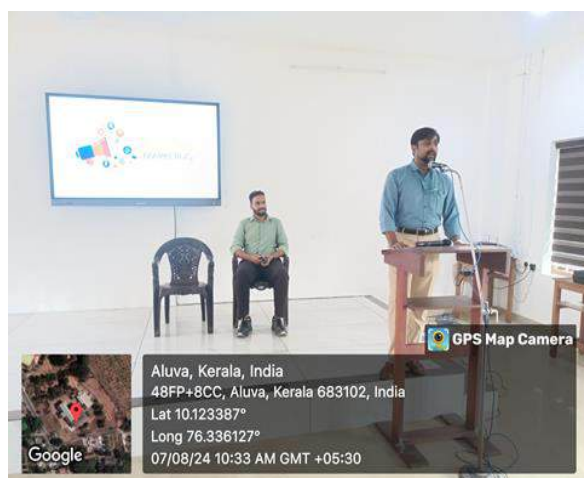


Report on Interactive Session on "Unlocking Digital Marketing: Essentials for beginners" on 07th August 2024

The Innovation and Entrepreneurship Development Centre (IEDC), in collaboration with the Department of Master of Computer Applications (MCA), organized a one-day interactive session on the topic "Unlocking Digital Marketing: Essentials for beginners." The event took place on the 7th of August 2024 during the forenoon.

Session Details:

- Date: 07th August 2024
- Time: Forenoon
- Topic: Unlocking Digital Marketing
- Resource Person: Mr. Mansoor Majeed, Program Analyst, Systalent Softwares
- Staff Coordinator: Dr. Jibin Jose Mathew, ECC Department and Ms. Divya P.B., MCA Department





The session aimed to enlighten the students on the fundamentals of digital marketing, covering key aspects such as market trends and online marketing skills.

Motivational Talk:

Dr. Jibin Jose Mathew, Assistant Professor, Department of Electronics and Computer Maintenance, delivered an insightful talk on the various activities of the Kerala Startup Mission (KSUM). His speech emphasized the importance of fostering innovation and an entrepreneurial culture within educational institutions. He highlighted the need for institutional mechanisms that support techno-entrepreneurship, contributing to wealth generation and employment opportunities.

Participation and Feedback:

The event witnessed active participation from over 104 students, who found the session highly effective. The feedback received from the participants was overwhelmingly positive. Many students expressed interest in attending future workshops or seminars focused on online digital marketing skills and current market trends.

Ms. Famitha M.A

(Student Lead - I)

Dr. Jibin Jose Mathew

Nodal officer – UCC IEDC

Dr. Mini Alice

Head of the Institution

Ramees Mohammed MM

(Student Lead - II)