GOVERNMENT OF MAHARASHTRA ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE, JOGESHWARI (EAST), MUMBAI 400 060. DEPARMENT OF COMMERCE

Date: 05-10-2018

Notice

Attention all Students,

The Department of Commerce, BMS, BAF is organizing a seminar on Digital Marketing, in collaboration with NIIT, has been scheduled on 8th October 2018. The seminar will take place in the college auditorium at 11:00 am.

We encourage all interested students to participate actively in this seminar to enhance their knowledge and understanding of Digital Marketing.

Date: 8th October 2018

Time: 11:00 am

Venue: College Auditorium

Co-ordinator Smt. Rajshree Vyas

Government of Maharashtra's
Ismail Yusuf College of
Arts, Science & Commerce.
Jogeshwari (East), Mumbai -400 060.

Co-ordinator Dr. Anjali Alekar

GOVERNMENT OF MAHARASHTRA ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE, JOGESHWARI (EAST), MUMBAI 400 060. DEPARMENT OF COMMERCE

Date: 08-10-2018

Report on a seminar on Digital Marketing, in collaboration with NIIT.

Date: 8th October 2018
Venue: College Auditorium

Time: 11:00 AM

Collaborator: NIIT

Introduction:

On the 8th of October 2018, our college organized a seminar on Digital Marketing in collaboration with NIIT. The seminar aimed to provide insights into the world of digital marketing and its significance in today's business landscape. With the rapid advancement in technology, understanding digital marketing has become essential for professionals across various domains.

Attendance:

The seminar witnessed a significant turnout, with a total of 116 students and 9 faculty members in attendance. This robust participation underscored the interest and relevance of the topic among the academic community.

Agenda:

The seminar commenced at 11:00 AM in the college auditorium. It was structured to cover various aspects of digital marketing, including but not limited to:

Introduction to Digital Marketing
Key Strategies and Tools
Case Studies and Success Stories
Career Opportunities in Digital Marketing
Interactive Session and Q&A

Seminar Highlights:

The seminar began with an engaging presentation by the representatives from NIIT, who provided an overview of digital marketing and its evolution. They delved into the intricacies of different digital marketing channels such as social media, search engine optimization (SEO), email marketing, and content marketing.

Moreover, real-world case studies and success stories were shared to illustrate the effectiveness of digital marketing campaigns in driving business growth and brand awareness. The interactive session allowed participants to ask questions and seek clarifications on specific topics, fostering a dynamic learning environment.

Outcome:

The seminar proved to be highly informative and insightful, leaving a lasting impact on the attendees. Some of the key outcomes of the seminar include:

Enhanced Understanding: Attendees gained a deeper understanding of digital marketing concepts, strategies, and best practices.

Awareness of Career Opportunities: Students were made aware of the diverse career opportunities available in the field of digital marketing, empowering them to make informed career choices.

Networking Opportunities: The seminar provided a platform for students to interact with industry experts from NIIT, enabling them to expand their professional network.

Inspiration and Motivation: The success stories shared during the seminar served as a source of inspiration and motivation for students, encouraging them to explore and excel in the field of digital marketing.

This seminar served as a testament to the college's commitment to holistic education and industry-relevant learning experiences. We express our gratitude to NIIT for their valuable collaboration and look forward to organizing more such enriching events in the future.

Co-ordinator Smt. Rajshree Vyas

Government of Maharashtra's
Ismail Yusuf College of
Arts, Science & Commerce
Jogeshwari (East); Mumbai - 400 060:

Dr. Anjali Alekar



Government of Maharashtra

ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE

JOGESHWARI - EAST, MUMBAI - 400 060

Seminar on Digital Marketing in Collaboration with NIIT.

Year: 2018 – 2019 Date: 08/10/2018 Time: 11.00am BMS

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Seminar on Digital Marketing in Collaboration with NIIT. Year: 2018 – 2019 Date: 08/10/2018 Time: 11.00am BAF

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6	BAMANE RASIKA VIJAY	TBAF6	
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10	DHIVAR AKASH SHYMJI	TBAF10	V-4
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23	MIR MOHD ASHIF RAHUL AHMED	TBAF23	
24	NAIKODI AARTI CHANDRAKANT	TBAF24	A.
25	NIKAM YOGITA JAYWANT	TBAF25	
26	PAL ABHISHEK GULAB	TBAF26	
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29	PAWAR SANKET SANJAY	TBAF29	Spar.
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31	RAI SAGAR CHANDRAKANT	TBAF31	
32	RANE SMITESH ANIL	TBAF32	
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34	SALVI PURVA VINOD	TBAF34	
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37	YADAV SAVITRIDEVI SHOBHANATH	TBAF37	Southi).

Government of Maharashtra

ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE

JOGESHWARI - EAST, MUMBAI - 400 060

Seminar on Digital Marketing in Collaboration with NIIT.

Year: 2018 – 2019 Date: 08/10/2018 Time: 11.00am B.COM

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65	KAPOOR SIMRAN SHASHI	TC76	- Tim Toen
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r.No.	Name	Class	Date	Roll No.	How relevant and informative did you find the content presented in the	Rate the quality of the presentations and speakers.	Did the speakers effectively address questions and concerns from the audience?	provide practical insights and tips that	opportunities to	Did you find networking beneficial for gaining insights or	Please provide any suggestions or feedback for improving future seminars on Digital Marketing
							The second second	your digital	100000000000000000000000000000000000000		E a come de la come de
	1 CHAVAN AMOL JITENDRA	FYBCOM	10/8/2018	73		3	YES,VERY FEEECTIVE	YES	YES		
	2 GUPTA RADHA	FYBCOM	10/8/2018	86		4	YES,VERY FEEECTIVE	YES	YES	100 000 000	NO
	3 SUMAIYA KHAN	SYBCOM	10/8/2018	4		4	YES, VERY FEEECTIVE	YES	YES		NO MORE SUGGESIONS
	4 GOLI RAHUL	SYBCOM	10/8/2018	9		5	YES, VERY FEEECTIVE	1000	YES		INFORMATIVE SESSION
4(5 ANKIT PASI	ТҮВСОМ	10/8/2018	218	TO STATE OF	4	YES, VERY FEEECTIVE		YES	100	NO SESSION
	6 NAUSHAD SHAIKH	ТҮВСОМ	10/8/2018	239	DIDICYTUU:		YES,SOMEWHAT EFFECTIVE	10000	YES		
1 3	7 NAVED ANSARI	SYBAF	10/8/2018	5			YES,SOMEWHAT EFFECTIVE	YES	YES		YES A GOOD WORKSHOP
	8 JYOTI GUPTA	SYBAF	10/8/2018	26	5		YES, VERY FEEECTIVE	YES	YES		SPEAKER ARE GOOD AND KNOWLEGEABLE
	9 NITESH YADAV	FYBMS	10/8/2018		3		YES,SOMEWHAT EFFECTIVE	YES	YES		NO SUGGESTIONS

4

GOVERNMENT OF MAHARASHTRA'S ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE JOGESHWARI (EAST), MUMBAI - 400 060. DEPARTMENT OF COMMERCE, BAF & BMS FEEDBACK FORM EVENT:a seminar on Digital Marketing in collaboration with NIIT on 08/10/2018 CLASS ROLL NO DATE Canal 755 @ gmail · com navah OVERALL EXPERIENCE How relevant and informative did you find 1- Not at all 2-Not Very 3- Somewhat 4-Relevant 5-Highly Relevant the content presented in the seminar? Relevant Relevant Relevant Rate the quality of the presentations and 1- Poor 2- Not Bad 3- Good 4-Very Good 5-Excellent Did the speakers effectively address Yes, very Yes, somewhat No, not very not effective at effectively questions and concerns from the audience? effectively effectively all Did the seminar provide practical insights Yes and tips that you can apply in your digital marketing endeavors? Which part did you liked the most? Were there opportunities to network with No representatives from NIIT or other attendees? Did you find networking beneficial for 1- Not at all 2-Not Very 3- Neutral 4- Beneficial 5- Very Beneficial Beneficial gaining insights or connections in the Beneficial digital marketing industry? Please provide any suggestions or feedback for improving future seminars

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DEPARTMENT OF COMMERCE, BAF & BMS

FEEDBACK FORM

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	I						
2	Rate the quality of the presentations and speakers.	1- Poor	2- Not Bad	3- Good	4-Very Good	5-Excellent	
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3	Did the speakers effectively address	Yes, very	Yes, somewhat	No, not very	not effective at		
	questions and concerns from the audience?	effectively	effectively	effectively	all		
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	and tips that you can apply in your digital marketing endeavors?	1es	No			1.00	
	Which part did you liked the most?						
	Were there opportunities to network with representatives from NIIT or other	Yes	No			The same of	
	attendees?	/					
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,	Please provide any suggestions or feedback for improving future seminars on Digital Marketing.	No.					

GOVERNMENT OF MAHARASHTRA'S ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE JOGESHWARI (EAST), MUMBAI - 400 060. DEPARTMENT OF COMMERCE BAF & BMS FEEDBACK FORM EVENT:a seminar on Digital Marketing in collaboration with N11T on 08/10/2018 CLASS ROLL NO E-MAIL DATE Sumaiya Khan S.Y.Bms Sumaiyakhan 786@gmail 08/10/18 04 OVERALL EXPERIENCE 1- Not at all How relevant and informative did you find 2-Not Very 3- Somewhat 4-Relevant 5-Highly Relevant the content presented in the seminar? Relevant Relevant 1- Poor Rate the quality of the presentations and 4-Very Good 2- Not Rad 3- Good 5-Excellent speakers. Did the speakers effectively address Yes, very Yes, somewhat No, not very not effective at questions and concerns from the audience? effectively effectively effectively all Did the seminar provide practical insights No and tips that you can apply in your digital marketing endeavors? Which part did you liked the most? Were there opportunities to network with representatives from NIIT or other attendees? 2-Not Very Did you find networking beneficial for 1- Not at all 3- Neutral 4- Beneficial 5- Very Beneficial Beneficial gaining insights or connections in the Beneficial digital marketing industry?

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No more Suggestions,... ③

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FEEDBACK FORM EVENT:a seminar on Digital Marketing in collaboration with NIIT on 08/10/2018 NAME CLASS ROLL NO DATE Rahulg oli99 @gmail-com oslolis 09 OVERALL EXPERIENCE 1- Not at all How relevant and informative did you find 2-Not Very 3- Somewhat 4-Relevant 5-Highly the content presented in the seminar? Relevant Relevant Relevant Rate the quality of the presentations and 1- Poor 2- Not Bad 3- Good 4-Very Good 5-Excellent speakers. Did the speakers effectively address Yes, very Yes, somewhat No, not very not effective at questions and concerns from the audience? effectively effectively effectively all Did the seminar provide practical insights Yes No and tips that you can apply in your digital marketing endeavors? Which part did you liked the most? Were there opportunities to network with Yes No representatives from NIIT or other attendees? Did you find networking beneficial for 1- Not at all Beneficial 2-Not Very 3- Neutral 4- Beneficial 5- Very Beneficial gaining insights or connections in the Beneficial digital marketing industry?

Informative Sessions.

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FEEDBACK FORM

EVENT:a seminar on Digital Marketing in collaboration with NHT on 08/10/2018

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1	laushad Shaikh	T.Y.B.com	239	Shaikh Nausha	1412@gmg	100/10/1
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ov	ERALL EXPERIENCE					12 14 11
1	How relevant and informative did you find the content presented in the seminar?	1- Not at all Relevant	2-Not Very Relevant	3- Somewhat Relevant	4-Relevant	5-Highly Relevant
2	Rate the quality of the presentations and	I- Poor	2- Not Bad	3- Good	4-Very Good	5-Excellent
	speakers.				FLET	
3	Did the speakers effectively address	Yes, very	Yes, somewhat	No, not very	not effective at	
	questions and concerns from the audience?	effectively	effectively	effectively	all	
4	Did the seminar provide practical insights and tips that you can apply in your digital	Yes	No			
	marketing endeavors? Which part did you liked the most?					
5	Were there opportunities to network with representatives from NIIT or other	Yes	No		4 -	
	attendees?				9 1	
6	Did you find networking beneficial for gaining insights or connections in the digital marketing industry?	1- Not at all Beneficial	2-Not Very Beneficial	3- Neutral	4- Beneficial	5- Very Beneficial
	digital indiketing industry?					_
7	Please provide any suggestions or feedback for improving future seminars on Digital Marketing.	_				

GOVERNMENT OF MAHARASHTRA'S ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE JOGESHWARI (EAST), MUMBAI - 400 060.

DEPARTMENT OF COMMERCE, BAF & BMS

		FEE	DBACK FORM			
	EVENT:a semin	ar on Digital Mark	eting in collaborat	tion with NHT on 08	8/10/2018	
NA	ME .	CLASS	ROLL NO	E-MAIL		DATE
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	accept 1705 Cit	Jo / DA /	105	1 Wilsuima	000355 09 110	aw Dirollo
OV	ERALL EXPERIENCE				E 1 2 7	
1	How relevant and informative did you find the content presented in the seminar?	1- Not at all Relevant	2-Not Very Relevant	3- Somewhat Relevant	4-Relevant	5-Highly Relevant
						/
2	Rate the quality of the presentations and	1- Poor	2- Not Bad	3- Good	1.17 6 1	Ice no
-	speakers.	1- Poor	2- Not Bad	3- Good	4-Very Good	5-Excellent
3	Did the speakers effectively address questions and concerns from the audience?	Yes, very effectively	Yes, somewhat effectively	No, not very effectively	not effective at all	
			_			
4	Did the seminar provide practical insights	Yes	No			
	and tips that you can apply in your digital marketing endeavors? Which part did you liked the most?					
	which part the you thee the most.					
5	Were there opportunities to network with	Yes	No			
	representatives from NIIT or other attendees?	1			LE TO S	
6	Did you find networking beneficial for	1- Not at all	2-Not Very	3- Neutral	4- Beneficial	5- Very Beneficia
	gaining insights or connections in the digital marketing industry?	Beneficial	Beneficial	1		
	Tax same			, ,		
7	Please provide any suggestions or feedback for improving future seminars on Digital Marketing.	yes a go	no wo	rkshop		

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GOVERNMENT OF MAHARASHTRA'S ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE JOGESHWARI (EAST), MUMBAI - 400 060. DEPARTMENT OF COMMERCE, BAF & BMS FEEDBACK FORM EVENT:a seminar on Digital Marketing in collaboration with NIIT on 08/10/2018 CLASS ROLL NO S.Y.BAF Jyoti Gopta7403@gmail Juoti Gupta 26 08/10/18 OVERALL EXPERIENCE 1- Not at all How relevant and informative did you find 2-Not Very 3- Somewhat 4-Relevant the content presented in the seminar? Relevant Relevant Relevant Rate the quality of the presentations and I- Poor 2- Not Bad 3- Good 4-Very Good 5-Excellent Did the speakers effectively address Yes, very Yes, somewhat No, not very not effective at questions and concerns from the audience? effectively effectively effectively all Did the seminar provide practical insights No Yes and tips that you can apply in your digital marketing endeavors? Which part did you liked the most? Were there opportunities to network with Yes No representatives from NIIT or other attendees? Did you find networking beneficial for 1- Not at all 2-Not Very 3- Neutral 4- Beneficial 5- Very Beneficial gaining insights or connections in the Beneficial Beneficial digital marketing industry? Speakers are good and knowledgable Please provide any suggestions or

feedback for improving future seminars

on Digital Marketing.

GOVERNMENT OF MAHARASHTRA'S ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE JOGESHWARI (EAST), MUMBAI - 400 060. DEPARTMENT OF COMMERCE, BAF & BMS FEEDBACK FORM EVENT:a seminar on Digital Marketing in collaboration with N11T on 08/10/2018 NAME CLASS ROLL NO E-MAIL DATE Nitesh Yadav FYBMS nitesh yadav 076@gmail 08/10/12 OVERALL EXPERIENCE How relevant and informative did you find 1- Not at all 2-Not Very 3- Somewhat 4-Relevant 5-Highly Relevant the content presented in the seminar? Relevant Relevant Relevant Rate the quality of the presentations and 1- Poor 2- Not Bad 3- Good 4-Very Good 5-Excellent Did the speakers effectively address Yes, very Yes, somewhat No, not very not effective at questions and concerns from the audience? effectively effectively effectively all Did the seminar provide practical insights Yes No and tips that you can apply in your digital marketing endeavors? Which part did you liked the most? Were there opportunities to network with Yes No representatives from NIIT or other attendees? Did you find networking beneficial for 1- Not at all 2-Not Very 3- Neutral 4- Beneficial 5- Very Beneficial gaining insights or connections in the Beneficial Beneficial digital marketing industry? Please provide any suggestions or Suggestions

feedback for improving future seminars

on Digital Marketing.

