

of universities, professionals, with participation fee

Registration Fee: 500/- for each participant and can be paid online through NEFT/RTGS to the Bank A/c No. 17242041004962, II SC Code: 0000001724

Last date for Registration: 20-02-2017 (Confirmation on selection will be intimated by message to mobile and also send to mail ID). Filled and scanned registration form can be mailed to fdpvaag17@gmail.com for registration.

Maximum Participants: 30 Members (On First come First serve basis)

For further details you can contact the coordinator

Patron:

Dr. Ch. Devender Reddy
Secretary & Correspondent
Viswambhara Educational Society,
Warangal (TS)

Co - Patron:

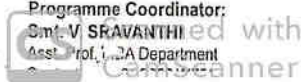
Dr. C. Satyapal Reddy
Chief Administrative Officer
Vaagdevi Group of Colleges,
Bollikunta, Warangal(TS)

Programme Director

Dr. Y. Bhaskar Rao
Head, MBA Department
Contact No. 9948128997
e-mail: vipraagseminar@gmail.com

Programme Coordinator:

Smt. V. SRAVANTHI
Asst. Prof., MBA Department



DIGITAL MARKETING

On 27-02-2017 to 01-03-2017



Organized by
Department of Business Management
VAAGDEVI COLLEGE OF ENGINEERING
Bollikunta, Warangal - 506 005 (TS)

Viswambhara Educational Society was established in 1993 with a philanthropic objective in providing Educational services in Telangana region. The Society has established many colleges in the name of Goddess "Vaagdevi" in different fields covering Engineering, Pharmacy, Management, Education, Medical and conventional Degree & P.G. Courses. These institutions with academicians having more experience imparting education in different areas and Today the Vaagdevi Group has a reputation for Academic performance, sports and extracurricular activities. As of today, Vaagdevi Group of Colleges have a strength of more than 25,000 students. The society has completed 25 years in imparting education and one of the largest Group of Colleges in Warangal after Hyderabad in Telangana State.

ABOUT THE DEPARTMENT:

The Department of Business Management was established in 2007 in Vaagdevi College of Engineering, Bollikunta, offering two years full time programme in Business Administration with the annual intake of 60 students. Presently MBA course is being offered Autonomous status CBCS pattern and present intake is 180 students. Well qualified and experienced Faculty Members, Staff, Students and Management has led the department on to the path of academic excellence with a number of achievements during the last few years. It has been continuously contributing to the generations and spreading of knowledge in the area of business and management to different target groups. Students are being well placed in different reputed organizations. The Department has an updated computer lab. The Department has an updated computer lab.

Digital marketing is an exciting area of marketing practice. In this course, specific topics on Digital Marketing will be covered. First, establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing. Second, rise to the challenge of developing strategy to guide tactics. Third, identify data sources that allow you to define and track performance indicators for your digital marketing activities. The course is designed to get the student to think like a digital marketing professional, and to give experience with industry relevant hands-on assignments and exercises.

PROGRAMME OBJECTIVES

1. Learn the dynamics and latest trends in digital marketing
2. Learn to develop a comprehensive digital marketing strategy and its application
3. Learn through doing how to use new media such as mobile, search and social networking
4. Learn the measurement techniques used in evaluating digital marketing efforts
5. Learn and understand the ethical and legislation impact on digital marketing

TOPICS COVERED

- E-Marketing
- The Online Marketing Mix
- The Online Consumer
- Customer Relationship Management in a Social Media
- Online Branding
- Traffic Building
- Web Business Models
- E-Commerce
- Online Commerce MAs



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VAAGDEVI COLLEGE OF ENGINEERING-AUTONOMOUS
DEPARTMENT OF BUSINESS MANAGEMENT
BOLLIKUNTA, WARANGAL - 506 005 (Telangana State)

Date: 29.12.2017

To
The Principal,
Vaagdevi College of Engineering,
Bollikunta, Warangal.

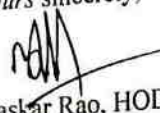
Sub: Seeking Permission to organize Faculty Development Program on Digital Marketing-- request regarding.

Respected Sir,

I Dr. Y. Bhaskar Rao, Head, Department of Business Management, we are planning to Organize a Faculty Development Program on Digital Marketing. The proposed date from 27th Feb., 2017 to 1st Mar., 2017. Hence kindly grant the permission for conducting the Faculty Development Program.

Thanking you.

Yours sincerely,


Dr. Y. Bhaskar Rao, HOD,
Department of Business Management,
Vaagdevi College of Engineering,
Head
MBA Department
Vaagdevi College of Engineering
Bollikunta, WARANGAL-506 005

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Department of Business Management
Vaagdevi college Of Engineering
Bollikunta Warangal

(54)

A Three Day Faculty Development Programme On Digital Marketing
On

27th Feb to 1st Mar 2017

S.NO	Name	Name of the college	Signature
1	G. Prasanna	KITS, Warangal	Prasanna
2	G. Bharath	Chaitanya & Degree & PG college	Bharath
3	V. Kumar	Gowdappa Engg. college	Kumar
4	Rao. S	"	Rao
5	Anitha. K	"	Anitha
6	Sravanthi	Balaji Institute of Tech. Science	Sravanthi
7	Murali. M	"	Murali
8	Ranjith. K	"	Ranjith
9	Sai. R	"	Sai
10	Krishna. M	Talla Padmaravathi college	Krishna
11	Mounika. O	"	Mounika
12	Rajitha. R	"	Rajitha
13	G. Ananthakrishna	"	Ananthakrishna
14	Kalyani. K	ST. John PG college	Kalyani
15	Vyskhanu. K	"	Vyskhanu
16	Prasanna. T	"	Prasanna
17	Sarojini. M	"	Sarojini
18	Ramadevi. O	ST. Joseph PG college	Ramadevi
19	Sudharitha. K	"	Sudharitha
20	Tshunayya. K	"	Tshunayya
21	Mohan. E	"	Mohan
22	Lal. T	Arts & Science Degree & PG college	Lal
23	Rajinikanth. K	"	Rajinikanth



A Three Day Faculty Development Programme on Digital Marketing
on
27th February to 1st March, 2017

Organised by
Department of Business Management
VAAGDEVI COLLEGE OF ENGINEERING
Bollikunta, Warangal – 506005 (TS)

Technical Session – I (10.00 AM to 1.00 PM)

Resource person : Mr. Sunil Singh
Marketing Head,
E-Bay
Hyderabad.

Technical Session – II (02.00 PM to 5.00 PM)

Resource person : Mr. Dakshana Murthy
Senior Programmier
Online, Hyderabad.

Technical Session – III (10.00 AM to 1.00 PM)

Resource person : Mr. Radhakrishna
Programmer, Amazon
Hyderabad.

Technical Session – IV (02.00 PM to 5.00 PM)

Resource person : Ms. Shalini
Customer Client Representative
Ali Baba, Hyderabad.

Technical Session – V (10.00 AM to 1.00 PM)

Resource person : Ms. Shravani
CEO, Safe Online
Hyderabad.

Technical Session – VI (02.00 PM to 5.00 PM)

Resource person : Mr. G. Vinod Goyal
Managing Director
Shubham Oil



VAAGDEVICOLLEGE OF ENGINEERING-AUTONOMOUS
BOLLIKUNTA, WARANGAL
DEPARTMENT OF BUSINESS MANAGEMENT

Report on FDP on Digital Marketing



Department of Business Management, Vaagdevi College of Engineering organized FDP on Digital Marketing. The first speaker Mr. Sunil Singh marketing head from E-Bay focused on how marketing was digitalized and making more realiable for customers in different platforms. The other speakers Mr. Dakshana Murth from Online, Mr. Rajadurishina from Amazon, Ms. Shalini from Alibaba had shared their real time experience on ongoing digital marketing. On the last day Ms. Shravani, CEO Safe Online Mr. G. Vinod Goyal, MD Shubham Oil explained the new innovations coming up in digital era. The participants were active in all sessions. The certificates were distributed to all the participants in valedictory session by college head.


HEAD
MBA DEPARTMENT





VAAGDEVI COLLEGE OF ENGINEERING

AUTONOMOUS

Approved by AICTE & Permanent Affiliation to JNTUH
Post: Bollikunta, Warangal - 506005 (TS)

A THREE DAY FACULTY DEVELOPMENT PROGRAMME
ON
DIGITAL MARKETING

Certificate of Participation

This is to certify that

Mr./Ms. K. Ranjith

of Balaji Institute of Technological Sciences for their

active participation in the event "Faculty Development Programme On Digital Marketing" Organised

by Department of Business Management during 27-02-2017 to 01-03-2017.

V. Sumanthi
Coordinator

[Signature]
Head of the Department

[Signature]
Principal



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