

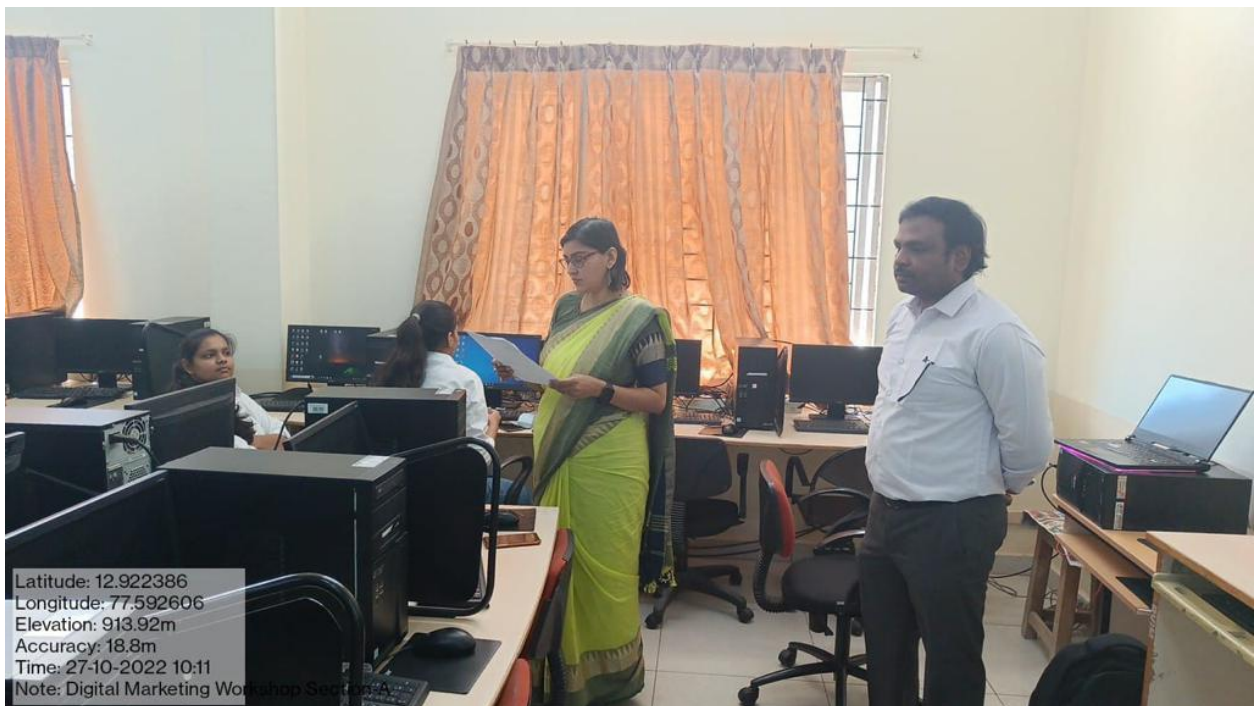


Student Development Programme (SDP)	
Date: 27th Oct to 31st Oct 2022	Venue: RVIM
Time: 10:00 AM to 3:00 PM	Event : SDP
No. of Participant: 100	Event Convener: Dr. Padmalini Singh Prof. Pooja Takalkar
Objectives <ul style="list-style-type: none">- The SDP was organized to bring insights from industry about web analytics and trends in digital marketing for students to learn practical aspects of digital marketing.	
Resource Person: Mr. M. S. Kumar Digital Marketing Trainer and Consultant <ul style="list-style-type: none">❖ Visiting faculty for Digital Marketing - IIM Kozhikode - IIM Indore.❖ Empaneled Trainer for NIIT - Digital Marketing Program.❖ Sr.Digital Marketing Trainer & Consultant for PG Diploma program in Digital Marketing - TIMES OF INDIA GROUP - Times Pro.❖ Digital marketing Faculty – Ordertrainings.com❖ Visiting faculty – Make Intern & Simplilearn and Imarticus.❖ Marketing consultant & CMO for MentorPro & Life Plus hospitals.❖ Digital Marketing consultant for Xiaomi India.❖ Consultant and Trainer for Novo Nordisk.❖ CMO- Sr. Marketer NIDM-National Institute of Digital marketing.❖ Visiting Faculty & Key note speaker at M.S Ramaiah University, Presidency university, PES University, IBMR Business School - RR Institutions -Sheshadripuram & Reva university.❖ Worked a Digital Marketing consultant for H.P India – Comviva, Mahindra,Marlabs- Emphasis, Saxson Global❖ Trained more than 11,000+ Trainees and corporate professionals.❖ Conducted more than 360+ corporate workshops and Seminars.	

Student Development Programme (SDP) on “Web analytics and Digital innovation and Trends”



Mr. Kumar demonstrated Hands-On session on Website analytics using google analytics, Behavioural analysis and recent trends in AI and machine learning, Chatbots, Influencer marketing, Programmatic advertising, conversational marketing and online communities and co-creation.







Feedback & Coordinator Comment:

The webinar was appreciated by the students as it brought hands on experience in Web Analytics for all the participants.

Event Convener:

Padmalini

Event Coordinator

Dr. Padmalini Singh

Director