RV Institute of Management®
CA 17, 36th Cross Rd, 26th Main, 4th T Block East, Jayanagar, Bengaluru - 560041, Karnataka, India
Autonomous Institution Affiliated to Bengaluru City University
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Tel: 080 42540300
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Report on Workshop on Digital Marketing	
Date: 22nd, 24th, 25th April, 2026	**Venue: Business Analytics lab, RVIM, Bangalore.**
Time: 9:00 AM- 5:00 PM	**Event : Workshop**
No. of Participants: 180	**Event Coordinator: Dr. Swaraj Bharti Dr. Shobhana Chandra, Prof. Pooja Takalkar.**

The focus of Digital Marketing is on the evolution of marketing in the context of today's rapidly changing digital business environment. It examines how digital technologies, from traditional marketing to today's plethora of Web applications have changed the face of contemporary marketing theory and practice.

Objectives:

a) The students must understand the concept of digital marketing and social media marketing
b) The students understand the practical application of AI in digital marketing
c) The students are able to design their own social media page and are to market.
d) The students are able to apply the digital marketing tools for creating content.

Event Overview

The event focused on making the students learn about concept of digital marketing and the various Artificial Intelligence tools that can be used for content creation.

Resource person profile:

Mr. M. S. Kumar has 14 years of experience as Senior. Digital Marketing Trainer & Consultant. He is passionate about empowering businesses to master digital marketing and drive growth. Trained More than 40,000+ Trainees, 1500+ Batches, and conducted 550+ corporate workshops. He has worked with 50+ MNC Companies. Currently he is working as corporate Trainer for IIM-Kozhikode, and IIM-Indore for Digital marketing certificate programs.

He is expert in Social Media, Paid Ads, and 40+ Online Modules and have worked with a dozen startup companies and made them profitable. Visiting faculty for more than 15+ Top B-schools in India.

Topics covered:

a) What is digital marketing?
b) AI use in digital marketing
c) Application of AI in content creation
d) Parameters for successful social media marketer

Attendance:

List of the 2nd semester students present in the workshop.

Section A:

DIGITAL MARKETING WORKSHOP ATTENDANCE-2nd Semester- SECTION B			
Sl. No.	**Student Name**	**USN**	**25.04.2026 (SATURDAY)**
1	Abhishek Gangadhar Bagelli	RVIM25MBA061	P
2	Aditya Radhaswami Naik	RVIM25MBA172	P
3	Aishwarya	RVIM25MBA046	P
4	Anagha S Deshpande	RVIM25MBA178	P
5	Anish M Sharma	RVIM25MBA092	P
6	Anushka Chanda	RVIM25MBA141	A
7	Arpita Shridhar Hegde	RVIM25MBA073	P
8	Bhakti	RVIM25MBA067	P
9	Bhavana M	RVIM25MBA016	P
10	Bhuvana A	RVIM25MBA179	P
11	Darshan Babu Akkatangerhal	RVIM25MBA022	P
12	Darshan Gopalkrishna Bhat	RVIM25MBA108	P
13	Deepak Sharma K M	RVIM25MBA035	P
14	Dheeraj M Patil	RVIM25MBA082	P
15	Hemanth M	RVIM25MBA052	P
16	J Bhoomika	RVIM25MBA083	P
17	Jahnavi H N	RVIM25MBA119	P
18	Jasnie Leonie Dalmeida	RVIM25MBA087	P
19	K Shikhar S Jain	RVIM25MBA101	P
20	Karishma Gupta B	RVIM25MBA156	A
21	Kavana A G	RVIM25MBA014	P
22	Kavya Shetty	RVIM25MBA170	P
23	Likhith T S	RVIM25MBA100	A
24	Namana G N	RVIM25MBA017	P
25	Nayana R	RVIM25MBA079	P
26	Neha R Honnalli	RVIM25MBA080	P
27	Pavan M	RVIM25MBA094	P
28	Pavan R	RVIM25MBA015	P
29	Pradarsh S Shetty	RVIM25MBA127	P
30	Prajwal S Gowda	RVIM25MBA013	P
31	Pratham Prashant Shirsat	RVIM25MBA091	A
32	Praveen D	RVIM25MBA030	P
33	Pruthveesh Badiger	RVIM25MBA036	P
34	Rahil M	RVIM25MBA033	P
35	Rahul	RVIM25MBA117	P

36	Rahul L Bhajantri	RVIM25MBA011	P
37	Rakshita Kiran Kanti	RVIM25MBA125	P
38	Rakshitha M S	RVIM25MBA007	P
39	Ramesh	RVIM25MBA048	P
40	Rashmi G Kulkarni	RVIM25MBA075	P
41	Sandhya	RVIM25MBA040	P
42	Sangamesh P Kariyappanavar	RVIM25MBA045	P
43	Sathyajeeth Patil	RVIM25MBA089	P
44	Shashank Managuli	RVIM25MBA096	P
45	Shivani Priya	RVIM25MBA154	A
46	Shreeya B Akkur	RVIM25MBA086	P
47	Shreyas V	RVIM25MBA138	P
48	Shrusti	RVIM25MBA077	P
49	Sneha Maruti Teerth	RVIM25MBA021	P
50	Spoorthi S M	RVIM25MBA153	P
51	Srujana Patil	RVIM25MBA157	P
52	T Ajay Kumar	RVIM25MBA174	P
53	Thanuja L	RVIM25MBA004	P
54	Vaishnavi Ganesh Pai	RVIM25MBA042	P
55	Varun S	RVIM25MBA109	P
56	Vengampalli Udayasree	RVIM25MBA112	P
57	Vikas T	RVIM25MBA005	P
58	Vilas Hiremath	RVIM25MBA023	P
59	Vishwanath Halasur	RVIM25MBA039	P
60	Yashas J	RVIM25MBA105	P

Section B:

Workshop (8 hrs)-session 5 - 2026-04-23 09:00:00		
name	usn	Attendance
A V Sudhanva Bhargava	RVIM25MBA111	P
Adithi Ashok Puthran	RVIM25MBA084	P
Aditi Arun Gadkar	RVIM25MBA173	A
Adityan M	RVIM25MBA069	P
Akshata A Patil	RVIM25MBA098	P
Amruta Ierayya Hiremath	RVIM25MBA106	A
Anirudh N Sharma	RVIM25MBA097	P
Ankita R	RVIM25MBA140	A
Anuradha Yadav	RVIM25MBA149	P

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Anurag Rajendra Naik	RVIM25MBA047	P
Anyonya D O	RVIM25MBA063	P
Arjun S Shetty	RVIM25MBA038	A
Arun B Satish	RVIM25MBA006	P
Atharva S Bhide	RVIM25MBA147	P
Bhavana S P	RVIM25MBA155	P
Chiranthana J	RVIM25MBA144	A
Dhanush C K	RVIM25MBA066	A
Diya P B	RVIM25MBA037	P
Harsha H N	RVIM25MBA074	A
Harshitha S R	RVIM25MBA003	P
Hoovina Ramakrishna	RVIM25MBA010	P
J Abhishek P Pai	RVIM25MBA146	A
Jeevith M Salian	RVIM25MBA088	A
Jericho Lawrence	RVIM25MBA090	A
Kasthuri K S	RVIM25MBA158	P
Kavana V	RVIM25MBA169	P
Kavya P	RVIM25MBA056	A
Keerthish	RVIM25MBA102	A
Manasa M	RVIM25MBA019	P
Manasa R Nadig	RVIM25MBA135	P
Mohammed Afzal	RVIM25MBA059	P
N Bhaskara Teja	RVIM25MBA139	A
Nigel Moses	RVIM25MBA002	A
Nishchita H S	RVIM25MBA150	P
Nivedita Chandrakant Naik	RVIM25MBA001	P
Parthasarathi G N	RVIM25MBA099	P
Prabha N	RVIM25MBA051	P
Pradnya Iranna Bhustali	RVIM25MBA142	E
Prahladh S Hegde	RVIM25MBA078	A
Prajwal Belagali	RVIM25MBA062	P
Prajwal Upadhyaya L	RVIM25MBA121	A
Pratiksha S Kadli	RVIM25MBA093	P

Section C:

Sl. No.	Student Full Name
1	SUMANTH NAVADA B
2	K HARINI
3	KUSUM PRAMOD KAMBLE
4	GANESH BHATT
5	KAVITHA
6	MAHANTESH
7	RAKSHITHA S
8	PRERNA OMPRAKASH GIRGONKAR
9	VIBHA RAO H R
10	KARTHIK HD
11	VIVEK RAMESH BALURAGI
12	PRADEEP DEVENDRA MESTA
13	MEENU RAJENDRAN
14	SUDEEP KUMAR L
15	SUJITHA R
16	ASHWINI PARANDI
17	MEGHANA CHANABASAYYA BELLERIMATH
18	ANANYA D O
19	HARIKISHANK N
20	VISHNU V
21	MUSLIMAH NIMAT
22	KANNIKAJ L
23	TEJASHWINI H. N
24	GEETHANJALI S
25	POORVIKA K C
26	VHAIBHAV M
27	SPURTHEE GOWDA
28	TEJAS N SHETTY
29	SRAJAN ACHARYA
30	SHAINY N Y
31	SUBHASH R
32	OJAS RAJ J
33	VINDHYA R
34	SHAILESH MAHANTESH BHAKRE
35	MADHU ASHOK KARANTH
36	G.P SYED ARMAAN
37	MADHUSHREE K P
38	PUVVADI DHARANI
39	SHRUTHIKA E S
40	SHASHANK K M
41	SANKET

Photo Gallery:



Fig 1: Group photo of resource person, Faculty members along with the students of section B.



Fig 2: Group photo of resource person, Faculty members along with the students of section A.

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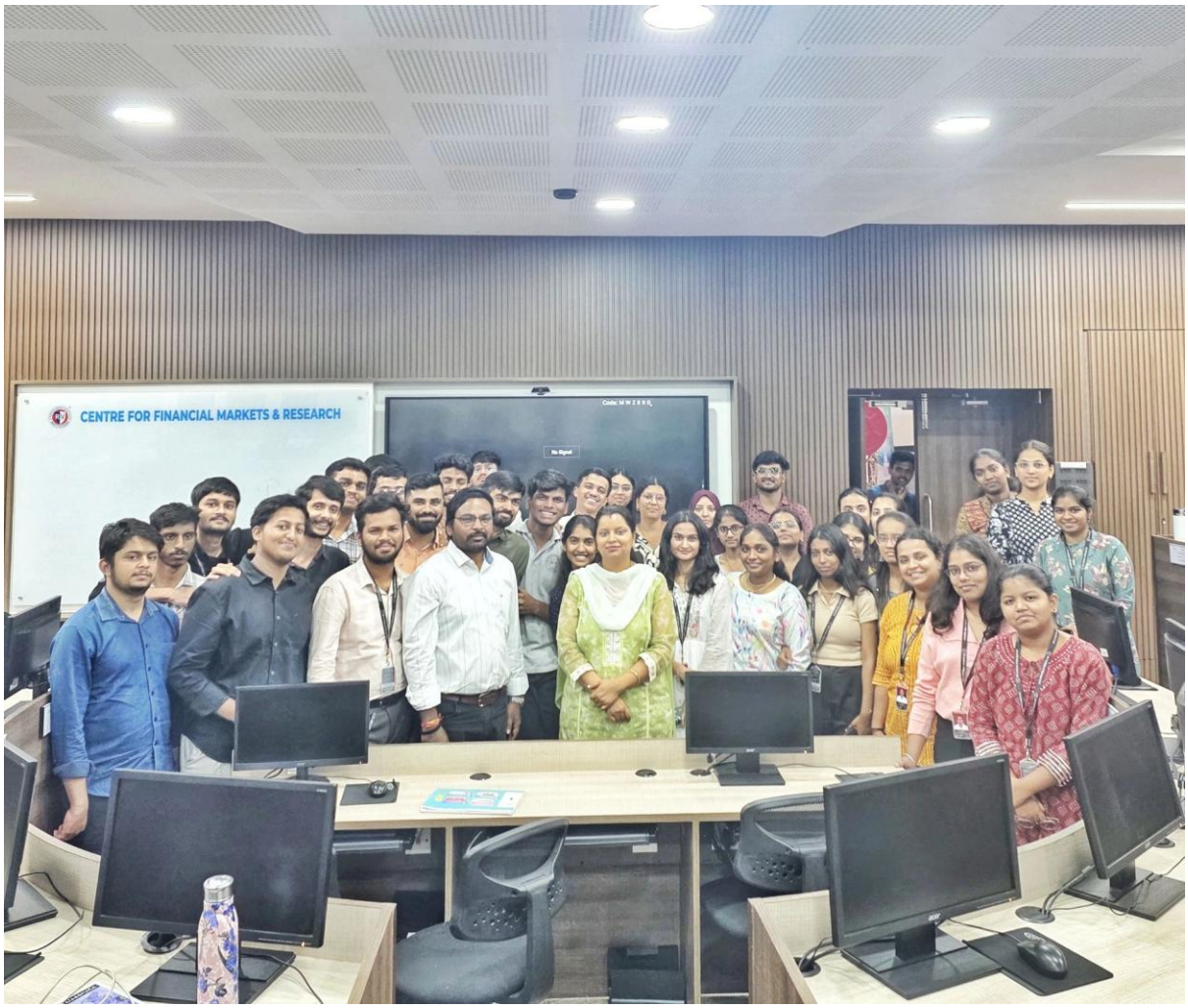


Fig 3: Group photo of resource person, Faculty members along with the students of section C.



Fig 4: Resource person, Mr. M.S. Kumar emphasising on the practical applications of AI in digital marketing at Business Analytics lab



Fig 5: Students actively participating in the workshop

Outcomes:

a) The students understood the concept of Digital marketing
b) The students learnt the practical application of Artificial intelligence tools along with live examples.
c) The students designed their own social media pages.

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Faculty co-ordinator

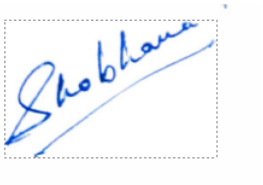
Dr. Swaraj Bharti



Signature

Faculty co-ordinator

Dr. Shobhana Chandra



Signature

Faculty co-ordinator

Prof. Pooja Takalkar



Signature



Signature of Director