RV Institute of Management®
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Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous Institution Affiliated to Bengaluru City University

Approved by AICTE, New Delhi, Accredited by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

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Report on Workshop on role of AI in Promotion

Date: 30th May'26 Saturday	**Venue**: RVIM BA Lab
Time: 11.15 am to 1.15 pm, **Event**: **Workshop on role of AI in Promotion**	
No. of Participants: 80	**Faculty Co-ordinator**: Dr. Noor Firdoosh Jahan

Brief Details of the Event:

Department of Marketing organized Workshop on role of AI in Promotion for the students of IV semester marketing. This workshop aims at providing practical knowledge about the Emerging trends in Promotion in today's digital age

Flow of the Event:

The workshop commenced with a welcome address by the faculty coordinator Dr. Noor Firdoos Jahan, who welcomed the resource person and the participants and highlighted the objectives of the programme. This was followed by the introduction of the resource person, Dr. Kiran Veigas, VP & Head – Corporate Marketing, Branding & Communications, Happiest Minds Technologies, Bangalore by our student.

The technical session began with an insightful discussion on the evolving role of Artificial Intelligence in promotion and its impact on contemporary marketing practices. The resource person explained how AI is transforming promotional strategies through data-driven decision-making, customer segmentation, personalized communication, predictive analytics, and marketing automation.

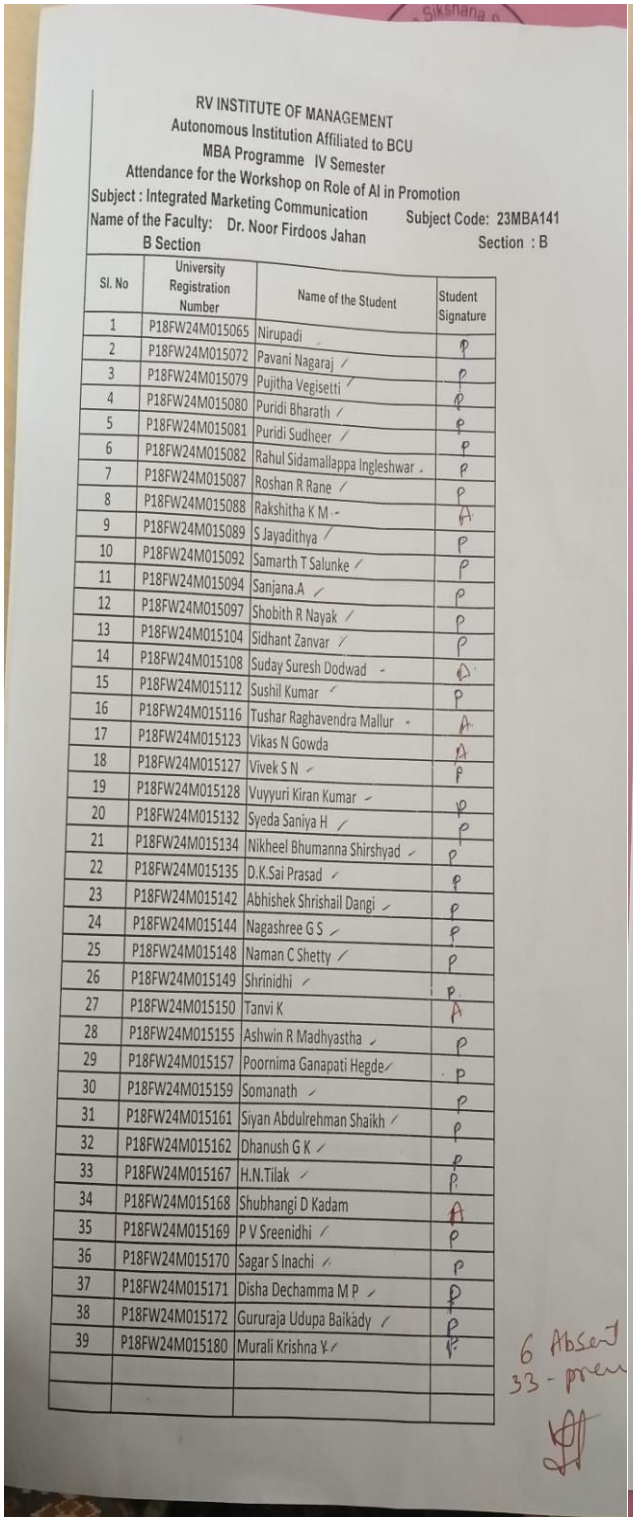
The session further covered the latest AI-powered tools and technologies used in digital marketing, branding, advertising, and customer engagement. Through practical examples and industry case studies, the resource person demonstrated how organizations are leveraging AI to design effective promotional campaigns, enhance customer experiences, and improve marketing performance.

An interactive discussion followed, during which students actively participated by raising questions on AI applications, career opportunities, ethical considerations, and the future of AI in marketing. The resource person addressed the queries with practical insights drawn from industry experience, making the session highly engaging and informative. The event ended with a formal vote of thanks, expressing gratitude to the resource person, the management, and all participants for contributing to the successful conduct of the workshop.

Outcome of the Event:

These outcomes align well with the MBA Marketing curriculum by strengthening students' understanding of contemporary promotional practices and emerging technologies. Students able to apply AI in promotion, how and where it is used in the industry.

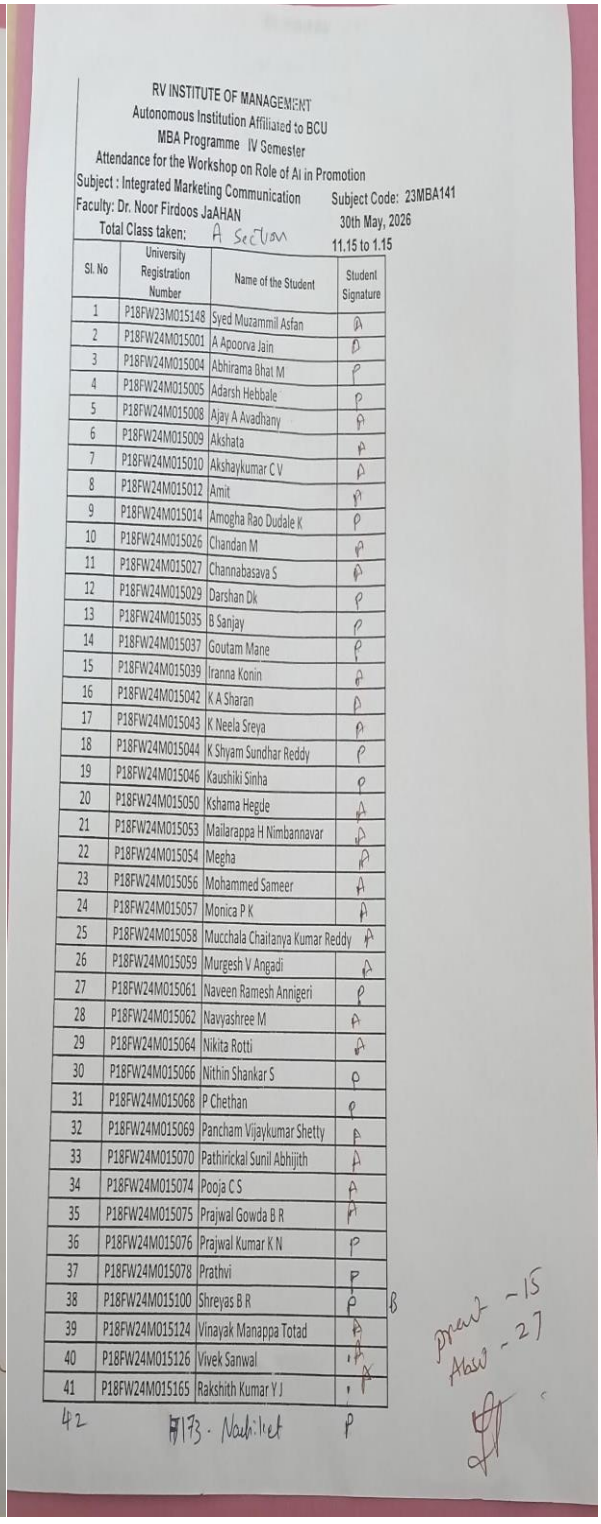
Students List/Attendance List



RV INSTITUTE OF MANAGEMENT
Autonomous Institution Affiliated to BCU
MBA Programme IV Semester
Attendance for the Workshop on Role of AI in Promotion
Subject : Integrated Marketing Communication Subject Code: 23MBA141
Name of the Faculty: Dr. Noor Firdoos Jahan Section : B
B Section

Sl. No	University Registration Number	Name of the Student	Student Signature
1	P18FW24M015065	Nirupadi	P
2	P18FW24M015072	Pavani Nagaraj	P
3	P18FW24M015079	Pujitha Vegisetti	P
4	P18FW24M015080	Puridi Bharath	P
5	P18FW24M015081	Puridi Sudheer	P
6	P18FW24M015082	Rahul Sidamallappa Ingleshwar	P
7	P18FW24M015087	Roshan R Rane	P
8	P18FW24M015088	Rakshitha K M	A
9	P18FW24M015089	S Jayadithya	P
10	P18FW24M015092	Samarth T Salunke	P
11	P18FW24M015094	Sanjana.A	P
12	P18FW24M015097	Shobith R Nayak	P
13	P18FW24M015104	Sidhant Zanvar	P
14	P18FW24M015108	Suday Suresh Dodwad	A
15	P18FW24M015112	Sushil Kumar	P
16	P18FW24M015116	Tushar Raghavendra Mallur	A
17	P18FW24M015123	Vikas N Gowda	A
18	P18FW24M015127	Vivek S N	P
19	P18FW24M015128	Vuyyuri Kiran Kumar	P
20	P18FW24M015132	Syeda Saniya H	P
21	P18FW24M015134	Nikheel Bhumanna Shirshyad	P
22	P18FW24M015135	D.K.Sai Prasad	P
23	P18FW24M015142	Abhishek Shrishail Dangi	P
24	P18FW24M015144	Nagashree G S	P
25	P18FW24M015148	Naman C Shetty	P
26	P18FW24M015149	Shrinidhi	P
27	P18FW24M015150	Tanvi K	A
28	P18FW24M015155	Ashwin R Madhyastha	P
29	P18FW24M015157	Poornima Ganapati Hegde	P
30	P18FW24M015159	Somanath	P
31	P18FW24M015161	Siyan Abdulrehman Shaikh	P
32	P18FW24M015162	Dhanush G K	P
33	P18FW24M015167	H.N.Tilak	P
34	P18FW24M015168	Shubhangi D Kadam	A
35	P18FW24M015169	P V Sreenidhi	P
36	P18FW24M015170	Sagar S Inachi	P
37	P18FW24M015171	Disha Dechamma M P	P
38	P18FW24M015172	Gururaja Udupa Baikady	P
39	P18FW24M015180	Murali Krishna Y	P

6 Absent
33 - prem



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MBA Programme IV Semester
Attendance for the Workshop on Role of AI in Promotion
Subject : Integrated Marketing Communication Subject Code: 23MBA141
Faculty: Dr. Noor Firdoos JaAHAN 30th May, 2026
Total Class taken: A Section 11.15 to 1.15

Sl. No	University Registration Number	Name of the Student	Student Signature
1	P18FW23M015148	Syed Muzammil Asfan	A
2	P18FW24M015001	A Apoorva Jain	P
3	P18FW24M015004	Abhirama Bhat M	P
4	P18FW24M015005	Adarsh Hebbale	P
5	P18FW24M015008	Ajay A Avadhany	P
6	P18FW24M015009	Akshata	P
7	P18FW24M015010	Akshaykumar C V	P
8	P18FW24M015012	Amit	P
9	P18FW24M015014	Amogha Rao Dudale K	P
10	P18FW24M015026	Chandan M	P
11	P18FW24M015027	Channabasava S	P
12	P18FW24M015029	Darshan Dk	P
13	P18FW24M015035	B Sanjay	P
14	P18FW24M015037	Goutam Mane	P
15	P18FW24M015039	Iranna Konin	P
16	P18FW24M015042	K A Sharan	P
17	P18FW24M015043	K Neela Sreya	P
18	P18FW24M015044	K Shyam Sundhar Reddy	P
19	P18FW24M015046	Kaushiki Sinha	P
20	P18FW24M015050	Kshama Hegde	A
21	P18FW24M015053	Mallarappa H Nimbannavar	A
22	P18FW24M015054	Megha	P
23	P18FW24M015056	Mohammed Sameer	A
24	P18FW24M015057	Monica P K	A
25	P18FW24M015058	Mucchala Chaitanya Kumar Reddy	A
26	P18FW24M015059	Murgesh V Angadi	A
27	P18FW24M015061	Naveen Ramesh Annigeri	P
28	P18FW24M015062	Navyashree M	A
29	P18FW24M015064	Nikita Rotti	A
30	P18FW24M015066	Nithin Shankar S	P
31	P18FW24M015068	P Chethan	P
32	P18FW24M015069	Pancham Vijaykumar Shetty	P
33	P18FW24M015070	Pathirickal Sunil Abhijith	A
34	P18FW24M015074	Pooja C S	A
35	P18FW24M015075	Prajwal Gowda B R	A
36	P18FW24M015076	Prajwal Kumar K N	P
37	P18FW24M015078	Prathvi	P
38	P18FW24M015100	Shreyas B R	P
39	P18FW24M015124	Vinayak Manappa Totad	A
40	P18FW24M015126	Vivek Sanwal	A
41	P18FW24M015165	Rakshith Kumar Y J	P

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prem - 15
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Photo Gallery







Event Coordinator

Director