


SRM Institute of Science and Technology
Ramapuram Campus
Faculty of Engineering and Technology
Department of Electrical & Electronics Engineering

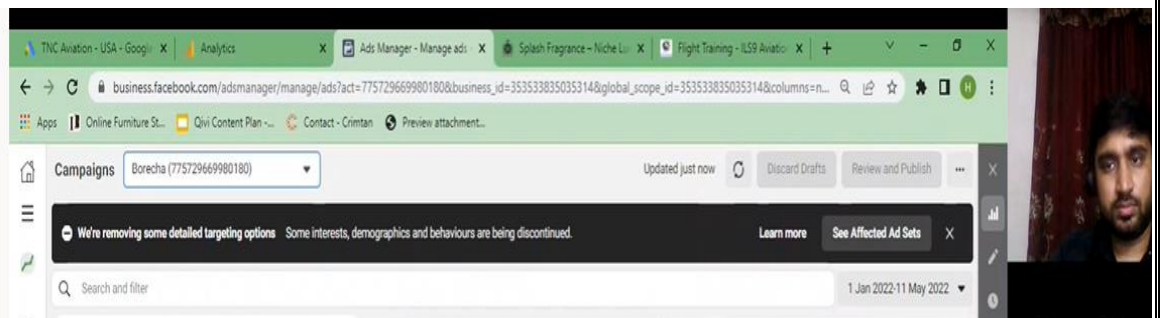
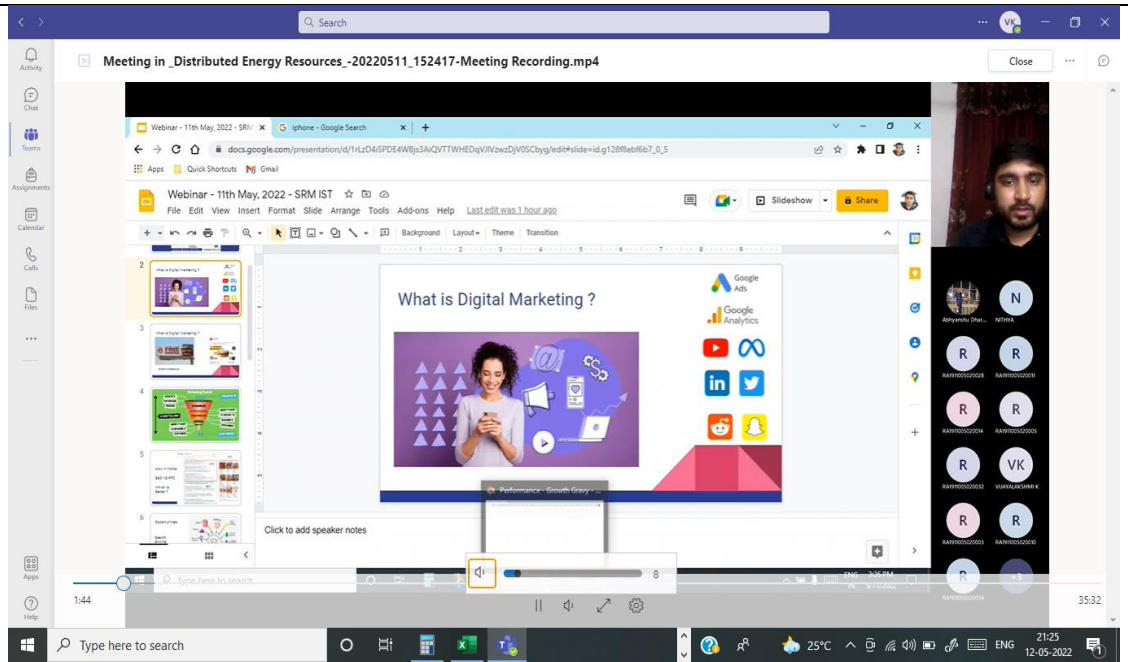
11.05.2022

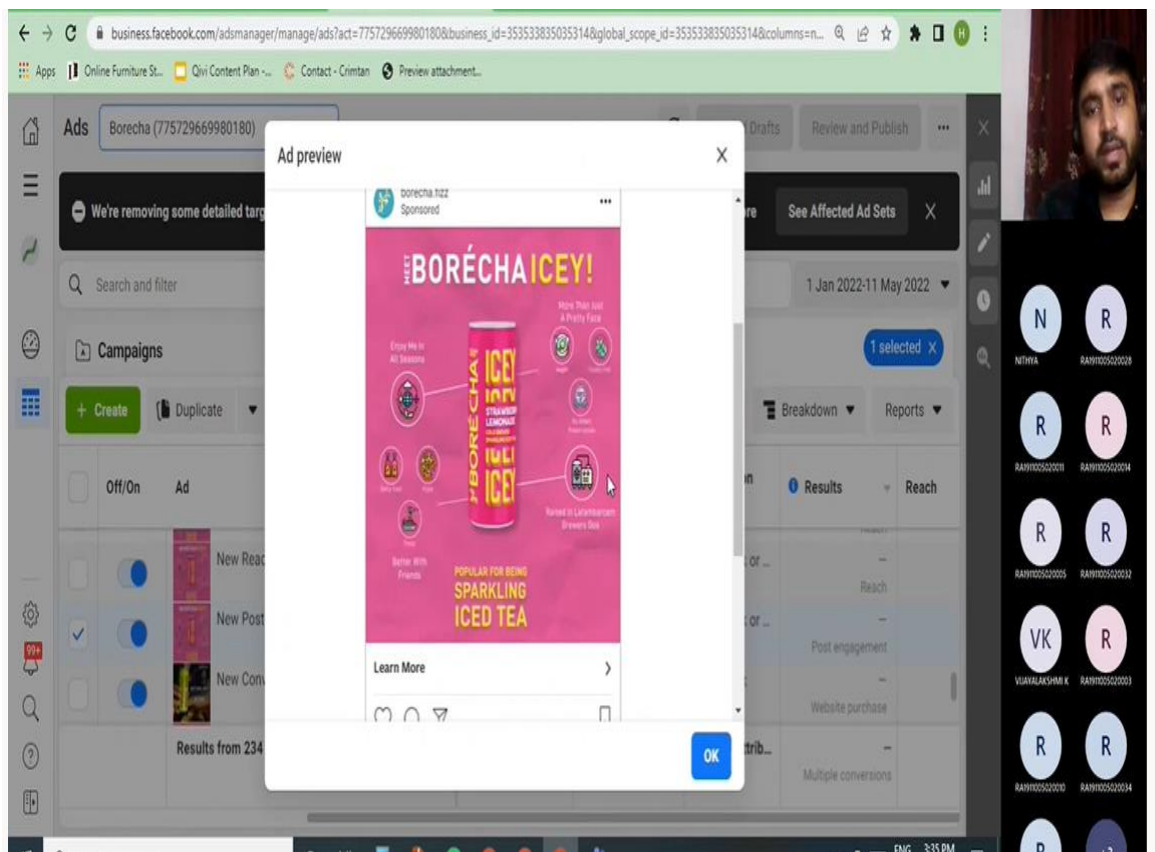
Summary of the event

<p>Name of the event:</p>	
<p>Category:</p>	<p>Department Branding Activities</p>
<p>Audience:</p>	<p>Engineering Students.</p>
<p>Resource person:</p>	<p>Mr.HAIDER ALI</p>
<p>Mode of conduction:</p>	<p>ONLINE MS TEAMS</p>
<p>Date and Time of conduction:</p>	<p>11.05.2022 & 2.00 PM to 4.00 P.M</p>
<p>No. of participants:</p>	<p>65</p>

<p>Objective:</p>	<ul style="list-style-type: none"> ➤ To know briefly about an start up for E- commerce ➤ To upgrade the knowledge about the data driven digital marketing
<p>Description:</p>	<h3 style="text-align: center;">Campaign Flow</h3> <div style="text-align: center;"> </div> <ul style="list-style-type: none"> • Ads specialisation. • How to promote our products through digital marketing • Campaign flow were explained in detail • Examples of facebook, Netflix etc are discussed. <p>Clients</p> <div style="text-align: center;"> </div>
<p>Outcomes:</p>	<p>Students were able to think about the entrepreneurship ideas as a startup. Many real time add creation and its view about the customers are delivered to the students.</p>
<p>Participants feedback rating:</p>	<p>5</p>

Glimpse of the event:





Enclosures:

Event Photos

Convenor
Dr.K.N.Srinivas HOD / EEE

Co convenors
Dr.S.Nithya
Dr.B.Siranthini
Ms.Vijayalakshmi K