

V.S.R. Government Degree & P.G. College

**NAAC Reaccredited with a CGPA of 3.01 score at 'A'
Grade**

(Affiliated to Krishna University)



**How to Earn Money through Digital Marketing Workshop on
8/02/2021 to 9/2/2021.**

How to Earn Money through Digital Marketing Workshop on 8/02/2021 to 9/2/2021.

Introduction

The Department of Computer Science at V.S.R.Government Degree & P.G. College,Movva conducted a two-day workshop on Digital Marketing from February 8, 2021, to February 9, 2021. The workshop aimed to provide students with essential knowledge and practical skills in the field of digital marketing, a crucial area in today's technology-driven business world.

Activity Details

- Nature of the Activity: Workshop
- Title of the Activity: Two Day Workshop on Digital Marketing
- Conducted Through: Department of Computer Science
- Lecturer: Department of Computer Science Faculty
- Resource Person: Hyper Techno Solutions
- Number of Students Participated: 100

Workshop Highlights

The workshop covered a wide range of topics related to digital marketing, including but not limited to:

1. Introduction to Digital Marketing: An overview of digital marketing, its importance in contemporary business, and its various components.
2. Search Engine Optimization (SEO): Techniques to optimize websites for better search engine rankings, increasing organic traffic, and visibility.
3. Social Media Marketing: Strategies for effectively using social media platforms to promote products and engage with customers.

4. Content Marketing: Creating valuable and relevant content to attract and retain a target audience.

5. Email Marketing: Utilizing email campaigns for customer engagement and lead generation.

6. Google Ads and Paid Advertising: Understanding and managing paid online advertising campaigns.

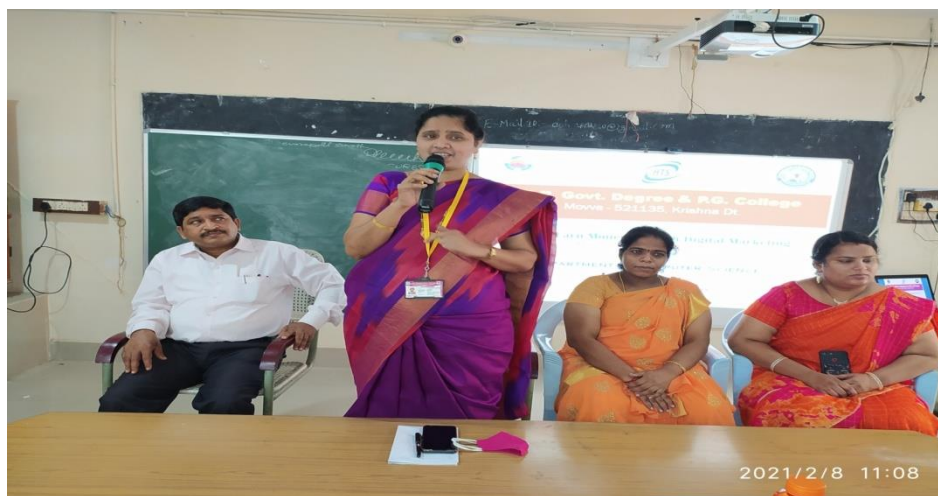
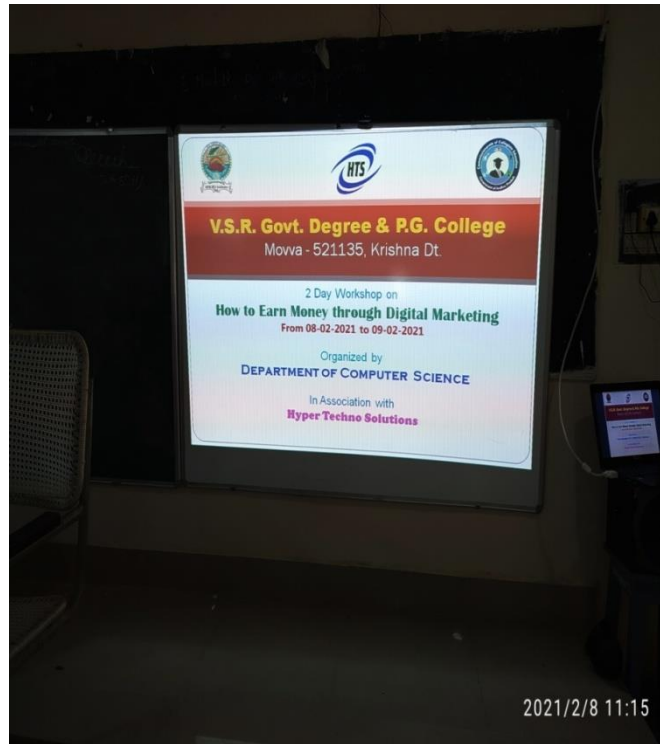
7. Analytics and Measurement: Using tools and analytics to track and analyze the performance of digital marketing campaigns.

Participants' Feedback

The workshop received positive feedback from the participants. Students found the sessions informative and engaging, and they appreciated the practical insights provided by the resource persons from Hyper Techno Solutions.

Conclusion

The Department of Computer Science successfully organized a Two Day Workshop on Digital Marketing, providing valuable knowledge and skills to 100 students. Such initiatives contribute to the holistic development of our students and keep them updated with the latest trends in the technology and business world.





డిజిటల్ మార్కెటింగ్ పై విద్యార్థులకు అవగాహన



సూర్యప్రతినిధి - మొవ్వ

మండల కేంద్రమైన మొవ్వ వి.యస్.ఆర్.డిగ్రీ, పి.జి.కళాశాలలో కంప్యూటర్ సైన్స్ విభాగం, హైపవర్ టెక్స్ సొల్యూషన్స్ వారి సంయుక్త ఆధ్వర్యంలో డిజిటల్ మార్కెటింగ్ రంగంపై అవగాహన కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా డిజిటల్ మార్కెటింగ్ రంగంలో ఉన్న ఉపాది అవకాశాలపై కళాశాల ఫ్రీన్సిపాల్ డా. కె.భాగ్యలక్ష్మి విద్యార్థులకు వివరించారు. ఈ కార్యక్రమంలో వైస్.ఫ్రీన్సిపాల్ డా.యస్. జగన్మోహనరావు, అధ్యాపకులు యన్.స్వర్ణజ్యోతి, సి.హెచ్.అనీల్కుమార్, పి.లక్ష్మణరావు, డి. కార్తీక్, డి. కరుణలత, డి.ఇంద్రదీపిక, పలువురు విద్యార్థిని, విద్యార్థులు పాల్గొన్నారు.

Guest Lecture Attendance Sheet for Students

Date/year	2021	
Institution Name	V.S.P.Gout Degree & P.G. Centre	Course/Year
Topic	Today workshop on Digital marketing.	
	Resource Person Name	U.Siva Lakshmi

Sl No	Students Name	Roll No	Signature of Student
30	R. Vandana Sri	2029223050034	R. Vandana Sri
33	V. Praganthi	2029223050038	V. Praganthi
34	V. Pujasri	2029223050039	V. Pujasri
35	V. Sree Lakshmi	2029223050040	V. Sree Lakshmi
38	H.S.M. Gayathri	2029223050043	H.S.M. Gayathri
39	M. Sarwanthi	2029223050026	M. Sarwanthi
40	M. Thirupathi	2029223050029	M. Thirupathi
44	M. Shalini	2029223050038	M. Shalini
45	M. Ramya	2029223050021	M. Ramya
46	P. Sailaja	2029223050033	P. Sailaja
47	M. Pasi	2029223050035	M. Pasi
48	R. Nagavenkateswari	2029223050030	R. N.V. Saranya
49	P. Veerabhatrajumathi	2029223050031	P. Veerabhatrajumathi
50	K. Deepthi Pujarika	2029223050019	K. D. Pujarika
51	M. Deepthi	2029223050024	M. Deepthi
52	V. Bhargavi	2029223050042	V. Bhargavi
53	V. Sri Lakshmi Konda	2029223050041	V. S. Kondalamma
54	D. Sarwanthi	2029223050010	D. Sarwanthi
55	Ch. Yamini Supriya	2029223050006	Ch. Yamini Supriya
56	A. Divya	2029223050002	A. Divya
57	Ch. Naga Sujatha	2029223050008	Ch. Naga Sujatha
58	K. Sravya	2029223050018	K. Sravya
59	Ch. Sailaja	2029223050005	Ch. Sailaja
60	A. Lakshmi	2029223050001	A. Lakshmi

Roll No	Students Name	Roll No	Signature of Students
29	G. Uma Rajesha	11	G. Uma Rajesha
31	K. Praveethi	15	K. Praveethi
30	D. Saichaga	09	D. Saichaga
33	G. Madhu Lakshmi	10	G. Madhu Lakshmi
34	T. Sravan	12	T. Sravan
35	Ch. Anitha	7	Ch. Anitha
18	A. Huzali Kaishna	2029223051002	A. Huzali Kaishna
22	B. Sujanya	2029223051003	B. Sujanya
16	B. Naga Bhavani	2029223051005	B. Naga Bhavani
14	K. Srujan	2029223051011	K. Srujan
15	T. Mahesh Babu	2029223051009	T. Mahesh Babu
17	M. V. Manikanta Varma	2029223051007	M. V. Manikanta Varma

We look forward to organizing more such events in the future to enhance the learning experience of our students.



PRINCIPAL
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