

E Soft Club - Department of EEE
Two day's Workshop on Digital Marketing on 15th and 16th September 2017



The objective of the workshop is to provide an opportunity for student to get aware of DIGITAL MARKETING, there by developing a stepping Stone towards the booming concept in the 21st century. The venue was at Simulation laboratory of Electrical and Electronics Engineering Department, NHCE.

Experts:- Shri Sekar Arun Founder and Head of Dream 360 and his team.

Organised by:- Dr. S. Sujitha, Coordinator of E-Soft Club and Coordinated by Prof. Muniprakash, Sr. Asst Prof/EEE, Mr. S. Muniraj, Lab Instructor, Mr. D.N.Pratheep, Secretary of Esoft club, Mr. Avishek Sinha Treasurer of E soft Slub, Mr. Vikas, - the Student member of E-Soft Club and 45 participants were benefited in this workshop.

Summary Report:-

The two days' workshop was for four sessions held over a period of three hours each. First day the session was started at 10.00 A.M. by an encouraging the importance of DIGITAL MARKETING by Dr. R. Elumalai, HOD EEE Department and introduction of resource persons by Dr.S.Sujitha, ESoft Club Coordinator. After the introduction, the

session was taken over by the Dream 360 team. The first session students had acquired the very basic knowledge of DIGITAL MARKETING and application in E-mail MARKETING. The second session started by 2.00 P.M. comprising of Hands on E-mail MARKETING.

On the Second Day, the third session was started at 09.00 A.M. which was all about WEBSITE MARKETING and SOCIAL MEDIA MARKETING. In this session the student has gathered the knowledge on posting advertisement on website and how to link to social media. The fourth and final session on how to increase popularity of website and hands on SOCIAL MEDIA MARKETING. After the workshop the utility of the workshop was presented by one of the participant and student of 5th Semester of EEE Department Kaustuv Majumder.

At the end of the second day certificates were distributed by Dr. R. Elumalai, HOD EEE Department, NHCE, Dr. S. Sujitha Prof of EEE Department and Head of E-Soft Club, and Sekar Arun Founder and Head of Dream 360. The response of the participants was tremendous and their enthusing lasts till the end of the session. This is the first Workshop in this series and few more workshops will be followed to make the students to understand the subject better.



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