DEPARTMENT OF COMPUTER APPLICATION
M E S ASMABI COLLEGE, P. VEMBALLUR -680671

REPORT OF WORKSHOP ON DIGITAL MARKETING

Organized by

DEPARTMENT OF COMPUTER APPLICATION

Date: February 21, 2024
Venue: Auditorium, MES Asmabi College, P Vemballur
Organized by: Department of Computer Application, MES Asmabi College
In Association with: Zoople Technologies, Kochi

On February 21, 2024, the Department of Computer Application at MES Asmabi College, P Vemballur, organized an insightful workshop on Digital Marketing, focusing on the latest trends and technologies in UI/UX. The event, named "Zyfer IT Workshop," was held in association with Zoople Technologies, Kochi.

The workshop commenced at 9:30 AM and concluded at 11:30 AM in the college auditorium. The inaugural session was graced by the presence of Prof. (Dr.) A Biju, Principal of MES Asmabi College, who formally inaugurated the workshop. Dr. Biju, in his inaugural address, emphasized the importance of digital marketing skills in today's technology-driven world and encouraged students to leverage such opportunities for their professional growth.

The resource person for the workshop was Sri. Rohith Devadas, Senior Digital Marketing Executive from Zoople Technologies, Kochi. With his extensive knowledge and experience in the field, Mr. Rohith provided valuable insights into the world of digital marketing. His session covered various aspects of digital marketing, including:

The fundamentals of digital marketing
The role of UI/UX in enhancing digital marketing strategies

Latest trends and tools in the digital marketing landscape
Practical applications and case studies

Mr. Rohith's engaging presentation and interactive approach kept the participants captivated throughout the session. He also conducted a Q&A segment, where students had the opportunity to clarify their doubts and gain deeper understanding of the subject.

The workshop was well-received by the students and faculty members alike. It provided an excellent platform for participants to acquire practical knowledge and skills relevant to the digital marketing industry.

Key Highlights:

Inaugural address by Dr. A Biju, Principal of MES Asmabi College
Interactive session on digital marketing by Sri. Rohith Devadas
Focus on the integration of UI/UX in digital marketing strategies
Real-world case studies and practical applications

The event concluded with a vote of thanks by Jabin TH, Head of the Department of Computer Application, expressing gratitude to the resource person, participants, and organizers for making the workshop a resounding success.

The "Zyfer IT Workshop" on Digital Marketing has undoubtedly enriched the participants' knowledge and equipped them with essential skills to navigate the evolving digital landscape.

The Outcome:

- Increased awareness and interest in technology among students
- Enhanced skills and knowledge gained through workshop
- Strengthened connections and networking opportunities with industry professionals
- Fostering of creativity and innovation through problem-solving challenges
- Formation of new ideas and collaborations among participants
- Positive feedback and satisfaction from attendees and participants
- Promotion of a culture of learning and exploration in the field of technology
- Inspiration for future initiatives and events promoting technological advancement

Addendum:

Programme Brochure and Photos