

केल्यानें होत आहे रे I आधीं केलेंची पाहिजे II

Bhartiya Shikshan Prasarak Sanstha Amabajogai's

Shri Siddheshwar Mahavidhalaya, Majalgaon



Internal Quality Assurance Cell

Criterion 2 - Teaching Learning and Evaluation

2.3.1 Student Centric Methods

Guest Lectures

IQAC Coordinator

Website: www.ssmm.ac.in



Principal

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Shri Siddheshwar Mahavidyalaya
Majalgaon, Dist. Beed 431 131

Bhartiya Shikshan Prasarak Sanstha, Ambajogai

Shri Siddheshwar Mahavidyalaya, Majalgaon

Dist. Beed 431131

(Arts, Science & Commerce)

NAAC Reaccredited "B" Grade



DEPARTMENT OF COMPUTER SCIENCE

Report Of Guest Lecture

(DIGITAL MARKETING and E-COMMERCE)

Under

Student Development Program

Date and time: 14/12/019,12:00

Venue: 3rd floor AV Room

Event coordinators: Mr. Dr. Sachin Dabhade (HOD) and Miss Godavari Solanke.

Chief Guests :

1. **Mr. Sumantkaka Kulkarni** (Member, CDC Committee S.S.M.)
2. **Dr. Bhalchandra Karad** (Principal, Shri Siddheshwar Mahavidyalaya, Majalgaon.)
3. **Dr. Shivshankar Mitkari** (Head, Department of Science, Shri Siddheshwar Mahavidyalaya, Majalgaon)
4. **Dr. Vinayak Deshmukh** (NAAC Co-ordinator, Shri Siddheshwar Mahavidyalaya, Majalgaon.)

5. **Mr. Sunil Pawar** (Member, Brandwiki-Digital Marketing)

To cultivate student learning and development by supporting students in their academic, personal and social growth.

A guest lecture on “**DIGITAL MARKETING and E-COMMERCE**” was conducted by **Mr. Mahesh Kadu Sir** (Founder, **Strategic Sourcing, Brandwiki.com**) who is result-oriented Retail professional with 15 years’ of significant and progressive experience. Mr. Kadu sir holds a track record of helping organizations to optimize operational processes whilst maximizing profit within a challenging fast paced environment.

Session Brief:

There was a colourful welcome followed by lighting of the lamp. It was accompanied by a melodious Saraswati Vandana , hailing the goddess of knowledge and wisdom. Then there was bouquet presentation to the invited guests and the event began. It was followed by aim of the event given by Dr. Sachin Dabhade sir (HOD Of Computer Department).

The session was then continued by Mr Mahesh Kadu who began with an introduction to what Digital Marketing is and how important it is going to be in the near future.

Broadly the topics that were covered were:

- Internet Industry
- Digital Marketing
- Web Analytics



- **Networking Discussion**

The session started with an overview of the E commerce sector and the various upcoming segments in the same. The session by briefing students about '**The World of Digital Marketing**' with the help of examples like online banking, online coupons, e-library and Instant Messengers. He cited a few statistics to explain how mobile internet usage overpowered desktop internet usage in 2019. And then went on to address Digital Marketing-its need and relevance in the current marketing scenario and clarified the role of multi-channel E-Commerce in Digital marketing. It explained how a search engine works and what the types of searches involved are. Also highlighted the importance and relevance of “push” and pull” marketing in digital marketing. How social media works and is effectiveness in digital marketing was discussed. Meaning and paradigms of Web Analytics were also touched upon towards the conclusion.

The session got interactive towards the end and you could see the interest of the students as they could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic. He also suggested various **Career Opportunities that B.Sc. Computer Science students can look up to** in the field of Marketing.

Session ended with Vote of thanks by Miss Godavari Solanke, Professor (Computer Science Department.). She thanked to Mr. Mahesh Kadu for taking the time out to educate the students on Digital Marketing. She thanked the Management for providing the platform to organize guest lectures on innovative technologies. She appreciated Faculty members, students and participants for the successful conduction of the event.

Student Feedback – as per student feedback form, the topic covered was appreciated by most of the students and requested to arrange such talk in the future also.



Outcome of the event:

Student acquired awareness on various Digital Marketing areas of computer science technology, its scope and market value.

Report By: Computer Science Department





Aim of the event given by Dr. Sachin Dabhade sir (HOD Of Computer Department).



A Guest Lecture on “DIGITAL MARKETING and E-COMMERCE” on 14/12/019 in AV Room Guest speaker Mr. Mahesh Kadu.





Session ended with Vote of thanks by Miss Godavari Solanke, Professor (Computer Science Department.).





All Faculty and Students listening to guest lectures.



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15DEC2019

डिजिटल मार्केटिंग सेमि

माजलगाव / प्रतिनिधी

येथील सिध्देश्वर

महाविद्यालयाच्या वतीने काल दि.

१४ शनिवार रोजी घेण्यात आलेल्या

डिजिटल मार्केटिंग वर सेमिनार मुंबई

येथील महेश कडू यांनी या सेमिनार

मध्ये विद्यार्थ्यांना मार्गदर्शन केले.

या कार्यक्रमात महेश कडू यांनी

विद्यार्थ्यांना मार्गदर्शन करतांना



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