



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Approval

Department: Mass Media & Communication Skills

Program: Path wise on Digital Media

Need: This workshop provides students with best insights on Digital marketing

Date: 23rd March 2023

Time: 10:00 pm

Venue: 817, 8th floor

Proposed by: Prof. Neena Sharma

Verified by: Prof Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)

Dr. Sridhara Shetty
(Principal)



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The Department of Mass Media and Communication Skills of Bunts Sangha's S. M. Shetty College of Science, Commerce, and Management Studies is back again with another

✨ *PATHWISE* ✨

This session will provide insights on Digital Marketing 📱👤

Pathwise is a unique opportunity for you to gain valuable insight into various career options to learn about the industry.

Our Session will be featuring our esteemed Guest Speaker *Mrs.Sharanya Sanoj*

✨ She has years of experience in the industry and wealth of knowledge to share. ✨

So Please join us and get your doubts cleared!

Date 📅 : *23 March 2023*

Time 🕒 : *12:00 pm*

Venue 📍 : *AV ROOM*



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Date: 17th March , 2023

Time: 12:00 PM

Venue: 6th floor AV Room

Teachers Present

Prof. Kalpana Rai Menon

Members Present:

Farhan Khan

Dolcee Shah


Mandeera Ramgir

Vijyalaxmi Poojary

Points Discusse

- Technical team needed
- On the spot activity to be conducted
- Thank You letter for the resource person

- Colour coordinated outfits for the team.

A handwritten signature in blue ink, appearing to read 'Kalpana', with a horizontal line underneath.

Prof. Kalpana Rai Menon
(Head of Department)

A handwritten signature in blue ink, appearing to read 'Sridhara Shetty', with a horizontal line underneath.

Dr. Sridhara Shetty
(Principal)



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Incharge

Teachers

Prof. Kalpana Rai Menon
Prof. Neena Sharma

Overall Incharge

Farhan Khan
Anam Choudhary

Studio Team

Vaishnavi Moolya
Harman Kaur Badwal
Vijayalaxmi Poojary
Pratham Gore
Kumkum Gaikwad
Saisarnyya Menon
Dolcee Shah
Mandeera Ramgiri



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The Department of Mass Media and Communications Skills of Bunts Sangha's S.M Shetty College of Science, Commerce and Management Studies conducted a Pathwise Session on 23th March, 2023. The resource person for the session was Mrs Sharanya Sanoj.

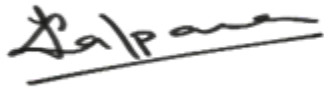
The session started with Mrs Sharanya talking about her experiences. She told us about the rigorous course in digital marketing that she had recently completed. Soon after, she began to gravitate toward the core topic of the session, digital marketing.

Mrs Sharanya introduced us to the topic with the basic principles of marketing (the AIDA model and the consumer funnel). Moving forward, we tried to get a better understanding of Search Engine Optimization (SEO) and the importance of 'organic traffic'. Using the examples of Nike and Zomato, we discovered the effectiveness of SEO.

Moving forward, we learned about the distinct types of SEO and the concept of SERP (Search Engine Results Page) and SMM (Social Media Marketing). While learning about social media, we calculated the engagement rate of any influencer of our choosing and its importance in advertising through sponsored content.

Further, we discussed the various advantages digital marketing has over traditional media. We learned about the features of paid advertising and its correlation to Search Engine Marketing (SEM) on SERPs.

Nearing the end of the seminar, we continued to discuss the nature of programmatic ads and the future of advertising through AI. We discussed the role of ChatGPT and how it aids the modern idea of marketing. The session came to a close with the conclusion that, while AI may pose a threat to jobs in the future, it is currently a potent instrument that should be utilized wisely.



Prof. Kalpana Rai Menon
(Head of Department)



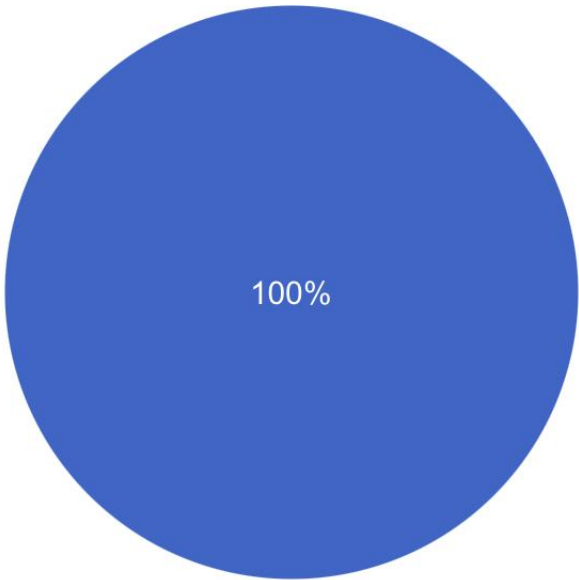
Dr. Sridhara Shetty
(Principal)



Which of the following best describes you ?

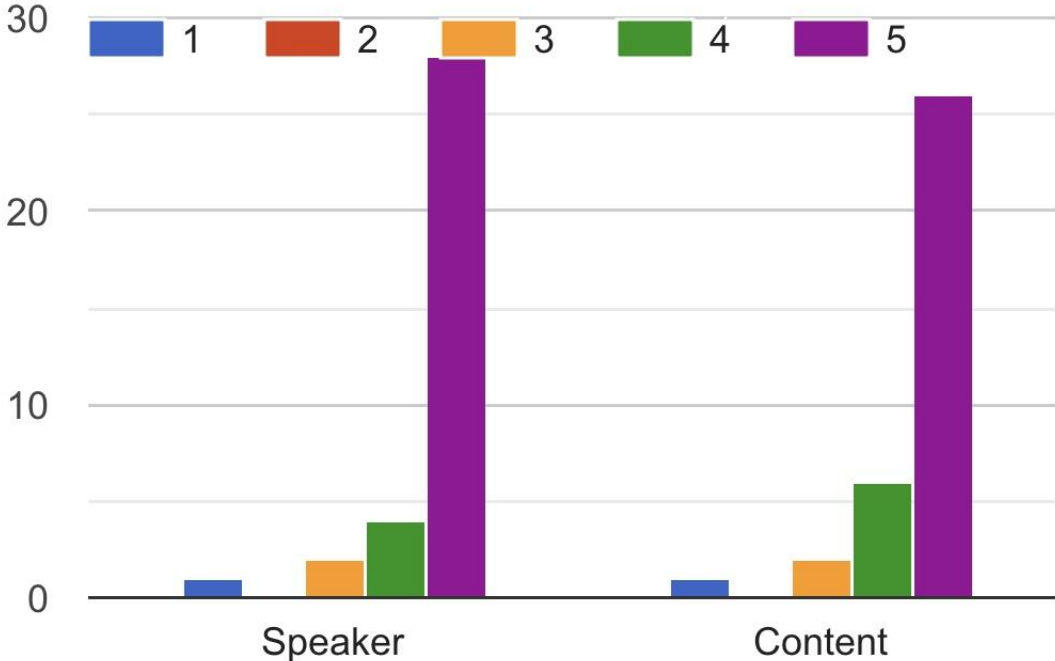
 Copy

35 responses



- Student
- Guest speaker
- Faculty

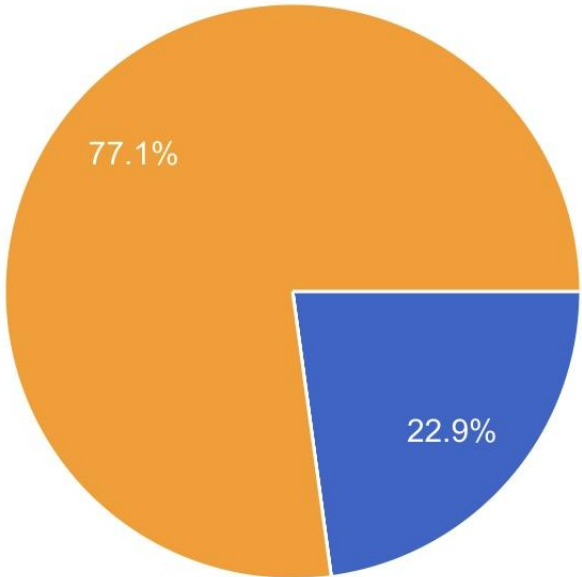
Rate the following (1 being the lowest , 5 being the highest



Class

 Copy

35 responses

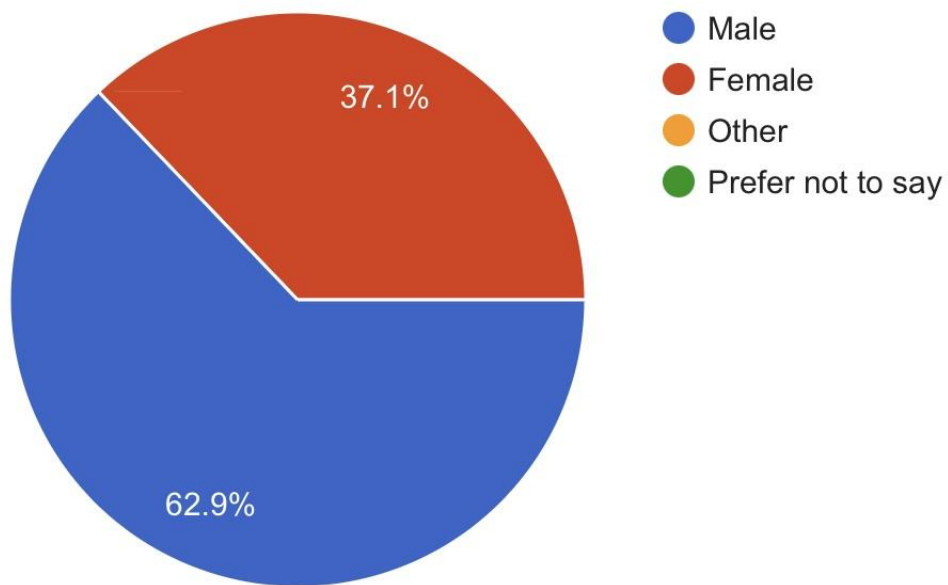


- FY
- SY
- TY

Gender



35 responses



Suggestions for the next event? 2 responses

There should be a break between the seminar

Sound system should be updated. And even the seats..

Analysis:

According to the feedback given by the students, it has been observed that the sound system should be updated and technicals should be taken care of. And students feel the seminars should be for a shorter duration.



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Action taken report

The entire response has been really favorable, and the students enjoyed the session because it was extremely beneficial to each one of them. More such sessions will be kept in the coming future.

Timestamp	Email Address	College name / Institute	Email	Full name	Which of the following bet	Gender	Class	Rate the following (1 beir	Rate the following (1 beir	Rate the following (1 beir	Rate the following (1 beir	Any suggestion that can help us make this program better.
3/24/2023 11:47:01	thakullakomal5@gmail.com	Bunts sangha's Sm Shetty	thakullakomal5@gmail.com	Komal Thakulla	Student	Female	FY	1	1	1	1	1 No
3/24/2023 11:47:07	kashishshetty03@gmail.com	Sm shetty college powai	Shetykashish88@gmail.c	Kashish shetty	Student	Female	FY	5	5	5	5	5 No
3/24/2023 11:47:08	dolceeshah2@gmail.com	Sm shetty college	dolceeshah2@gmail.com	Dolcee shah	Student	Female	TY	5	5	5	5	5 .
3/24/2023 11:47:12	deeshashah2004@gmail.com	S m shetty	deeshashah2004@gmail.com	DEESHA HITEN SHAH	Student	Female	FY	5	5	5	5	5 No
3/24/2023 11:47:16	kumkumgaikwad69@gmail.com	Sm shetty	kumkumgaikwad69@gmail.com	Kumkum Gaikwad	Student	Female	TY	5	5	5	5	5 None
3/24/2023 11:47:16	prathamgore2002.pg@gmail.com	S.m.shetty	Prathamgore2002.pg@gmail.com	Pratham Gore	Student	Male	TY	5	5	5	5	5 N/A
3/24/2023 11:47:21	deepshaswamy18@gmail.com	Sm Shetty	deepshaswamy18@gmail.com	Deepasha Swamy	Student	Female	TY	5	5	5	5	5 Nothing
3/24/2023 11:47:24	shahsamay26@gmail.com	SM Shetty College Powai	shahsamay26@gmail.com	Samay Shah	Student	Male	TY	5	5	5	5	5 Na
3/24/2023 11:47:25	shaizakhan005@gmail.com	Sm shetty college	shaizakhan005@gmail.com	Shaiza Khan	Student	Female	TY	5	5	5	5	5 Ni
3/24/2023 11:47:26	abhishekDubey0302@gmail.com	S M Shetty Degree College	abhishekDubey0302@gmail.com	Abhishek Dubey	Student	Male	TY	5	5	5	5	5 None, it was perfect!
3/24/2023 11:47:34	farhana13987@gmail.com	Sm Shetty	farhana13987@gmail.com	Farhan Khan	Student	Male	TY	5	5	5	5	5 na
3/24/2023 11:47:36	kavvishjarora@gmail.com	SM Shetty	kavvishjarora@gmail.com	Kavvish Arora	Student	Male	FY	5	5	5	5	5 No
3/24/2023 11:47:49	smsdegbammc259925@gmail.com	SM Shetty Powai	smsdegbammc259925@gmail.com	Mohammad Saad Ansari	Student	Male	TY	5	5	5	5	5 More of such lectures
3/24/2023 11:47:54	sarveshkothavale28@gmail.com	Sm shetty	sarveshkothavale28@gmail.com	Sarvesh Kothavale	Student	Male	TY	3	3	3	3	3 .
3/24/2023 11:47:54	badwalharmankaur@gmail.com	Sm shetty	badwalharmankaur@gmail.com	Harman kaur badwal	Student	Female	TY	5	5	5	5	5 .
3/24/2023 11:48:04	devshah72@gmail.com	Sm shetty	devshah72@gmail.com	Dev Sanjay Shah	Student	Male	TY	4	4	4	4	4 The timings should be more earlier than this
3/24/2023 11:48:09	jayeshshinde3522@gmail.com	S.M Shetty college	jayeshshinde3522@gmail.com	Jayesh Shinde	Student	Male	TY	5	5	5	5	5 .
3/24/2023 11:48:12	scottrodrigues40@gmail.com	Scott Rodrigues	scottrodrigues40@gmail.com	Scott riding	Student	Male	TY	5	5	5	5	5 Not really everything was perfect
3/24/2023 11:48:15	mailzshlok@gmail.com	S M Shetty	mailzshlok@gmail.com	Shlok Shrivastava	Student	Male	TY	4	4	4	4	4 No
3/24/2023 11:48:18	sarveshsharma122003@gmail.com	Sm shetty	sarveshsharma122003@gmail.com	Sarvesh Sharma	Student	Male	FY	3	3	3	3	3 .
3/24/2023 11:48:21	vaishnavimoolya08@gmail.com	SM Shetty College	Vaishnavimoolya08@gmail.com	Vaishnavi Moolya	Student	Female	TY	5	5	5	5	5 Want more such seminars like this
3/24/2023 11:48:21	poorjapatham928@gmail.com	Sm Shetty	poorjapatham928@gmail.com	Pratham	Student	Male	TY	5	5	5	5	5 .
3/24/2023 11:48:24	harshpadekar@gmail.com	Sm shetty degree college	harshpadekar@gmail.com	Harsh Padekar	Student	Male	TY	5	5	5	5	5 Nice session conducted for us. We got to learn things in depth and the overview given was helpful.
3/24/2023 11:48:24	takwanevivek@gmail.com	Sm Shetty	takwanevivek@gmail.com	Vivek takwane	Student	Male	FY	5	5	5	5	5 .
3/24/2023 11:48:25	akbar1762004@gmail.com	Sm shetty cllg	Akbar1762004@gmail.com	Akbar Khan	Student	Male	FY	5	5	5	5	5 N
3/24/2023 11:48:26	cbriida1234@gmail.com	SM Shetty College	cbriida1234@gmail.com	Riya Sonil	Student	Female	TY	5	5	5	5	5 No
3/24/2023 11:48:28	smsdegbammc2975763@gmail.com	S.M. Shetty	smsdegbammc2975763@gmail.com	Ram Sarang	Student	Male	TY	5	5	5	5	5 Good overall
3/24/2023 11:48:41	tanishqashetty6@gmail.com	Sm Shetty	tanishqashetty6@gmail.com	Tanishqa Shetty	Student	Female	TY	5	5	5	5	5 .
3/24/2023 11:48:51	itsarmanygotli@gmail.com	Sm shetty	itsarmanygotli@gmail.com	Tarmany Gotli	Student	Male	TY	5	5	5	5	5 .
3/24/2023 11:49:02	sraksha333@gmail.com	Sm shetty	Sraksha333@gmail.com	Raksha Singh	Student	Female	TY	5	4	5	4	4 ---
3/24/2023 11:49:11	naiksamiksha30@gmail.com	Sm shetty	naiksamiksha30@gmail.com	Samiksha Naik	Student	Female	TY	5	4	5	5	5 No
3/24/2023 11:49:18	jimmyabraham92@gmail.com	Bunts Sanghas S.M Shetty	jimmyabraham92@gmail.com	Jimmy Abraham	Student	Male	TY	5	5	5	5	5 We want more programs from ma'am
3/24/2023 11:49:52	parthrewale3@gmail.com	Sm Shetty	parthrewale3@gmail.com	Parth Ashok Rewale	Student	Male	TY	4	4	4	4	4 No
3/24/2023 11:49:53	atharvabhagwat0606@gmail.com	S M Shetty college	atharvabhagwat0606@gmail.com	Sanjay Bhagwat	Student	Male	TY	5	5	5	5	5 .
3/24/2023 11:50:14	sahibbhovad2004@gmail.com	Sm shetty	Sahibbhovad2004@gmail.com	Sahil bhovad	Student	Male	FY	4	4	4	4	4 Ok