

Date: 07.07.2021

From  
Dr. N. Visalakshi,  
Head of the Department,  
Management Studies,  
Aditya Engineering College(A).

To  
The Principal,  
Aditya Engineering College(A).

Respected Sir,

Sub: Request to grant permission to organise a seminar-reg.

The Department of Management Studies, is proposing to organise a seminar on "**Carrer Opportunities in Digital Marketing**" on 14-07-2021 for MBA IV semester and IMBA VIII semester students to introduce the concepts of Digital Marketing. Hence, I request you to grant permission to organise the programme for the benefit of the students and sanction an amount of Rs 15,000/- for smooth conduction of the programme. Please find below the budget estimation for the same.

S.No.	Particulars	Amount in Rs.
1	Honorarium	10,000
2	Travel Allowance	4,000
3	Miscellaneous	1,000
Total		15,000

Thanking you sir,

*permitted*  
*S. G. S.*

*S. G. S.*

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ADITYA ENGINEERING COLLEGE  
SURAMPALEM - 533 437

Yours sincerely  
*N. Visalakshi*  
Head of the Department  
Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM



# ADITYA ENGINEERING COLLEGE

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Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

## Department of Management Studies

Date: 12.07.2021

### CIRCULAR

All the MBA IV semester and IMBA VIII semester students are hereby informed that the Department of Management Studies will be organizing a seminar on "Career Opportunities in Digital Marketing" on 14-07-2021. Hence, all the students are advised to attend the programme and utilize this opportunity.

For further information you can contact event coordinator **Mrs. V. Suneetha**, Associate Professor, Department of Management Studies.

Venue: Abdul Kalam Bhavan Seminar Hall (Room No: AKB 101)

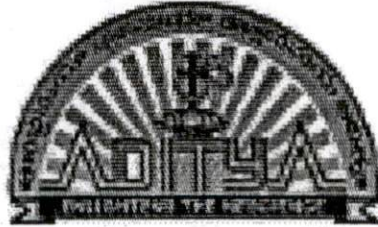
Timings: 9:30:00AM -4:00PM

*N. Visal*

Head of the Department

Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM

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## **Aditya Engineering College(A)**

### ● A Seminar on "Career Oppurtunities in Digital Marketing"

Organised by  
Department of Management Studies

Guest Speaker:  
Dr. P. Murali,  
Professor,

● Sri Krishnadevaraya University, Vijayanagaram.

Date:14.07.2021

Timings:9.30AM to 4.00PM

Venue: Abdul Kalam Bhavan seminar hall-101

Coordinator : Mrs.V. Suneetha , Assoc.Professor.

*Sri* ✓

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## Department of Management Studies

Name of the Programme: A Seminar on "Carrer Opportunities in Digital Marketing"

### List of Participants

Date: 14-07-2021

S.No	Roll Number	Name of the Student
1.	17A91M0001	AMBALLA PREETHI ANUSHA
2.	17A91M0002	ANJALI DEVI KOMMANAPALLI
3.	17A91M0003	ANUSHA BISWAS
4.	17A91M0004	AVIDI MOHAN MURALI
5.	17A91M0005	BANDARU BALA MONIKA
6.	17A91M0006	BHARGAV PRAKASH CH
7.	17A91M0007	DASARI SURYA PAVAN KALYAN
8.	17A91M0008	DILEEP SAI GANESH KONA
9.	17A91M0009	K PRAVEEN
10.	17A91M0010	KODURI RAGA PRIYA
11.	17A91M0011	KOVVURI RAVI TEJA REDDY
12.	17A91M0012	NAKKA CHAKRI
13.	17A91M0013	P N S S LAKSHMI SUSMITHA ADURI
14.	17A91M0015	PEKETI BHUVANESWARI
15.	17A91M0016	S TEJA VENKATA SUBBARAO SAI
16.	17A91M0017	SAKHIREDDY RUPA
17.	17A91M0018	SAMHITHA RAYANAM REMELLA
18.	17A91M0020	TEJASWINI SUMALA
19.	17A91M0022	VUDATHA RESHMASRI DANTESWARI
20.	17A91M0023	ARIGELA LAVANYA
21.	17A91M0025	PALLA SNIGDHA GIRIJA MOUNIKA
22.	19A91E0001	ADDANKI VEERA LAVANYA
23.	19A91E0002	BATCHALA DILEEP
24.	19A91E0003	BATHINA SUDHEER KUMAR
25.	19A91E0004	BELLANA SAI ARAVIND
26.	19A91E0005	BUDDA SAI KIRAN
27.	19A91E0006	BUDIREDDY GOVIND
28.	19A91E0007	CHINTAPALLI JYOTHI SUJANA
29.	19A91E0008	CHINTHALA INDIRA
30.	19A91E0009	C. N. VENKATA LAKSHMI TEJASWINI
31.	19A91E0010	CHOKKA MURALI VENKATA ARAVIND SAI
32.	19A91E0011	DARNALA SRIVALLI
33.	19A91E0012	SIMRAN KUMARI


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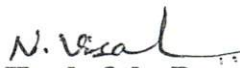
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34.	19A91E0013	DHEERAJ KUMAR
35.	19A91E0014	DULLA SIVA MADAN KUMAR
36.	19A91E0015	DURGA GUNA VEERA RAJA SEKHAR
37.	19A91E0016	GALIDERI GANGA BHAVANI
38.	19A91E0017	GARA MADHURI
39.	19A91E0018	SUTHAPALLI L S SAMEERA
40.	19A91E0019	GOLLAPALLI VENKATA RAYUDU
41.	19A91E0020	GORIVILLI SATYA NARAYANA
42.	19A91E0021	GUDIMETLA MOUNIKA
43.	19A91E0022	GURAJALA ASHOK RAJU
44.	19A91E0024	THIRUVEEDHULA KRISHNA
45.	19A91E0025	T. DEVI KAMAKSHI MANIKANTA SAI SRI
46.	19A91E0026	KALIDINDI BHAVANI
47.	19A91E0027	KANURI PRATHYUSHA
48.	19A91E0028	KARRA GANESH
49.	19A91E0029	KARRI SAI SUNIL
50.	19A91E0030	KATTA SRI PHANI YASHWANTH
51.	19A91E0031	LANKA BHAVANA
52.	19A91E0032	MALLADI BHARGAVI
53.	19A91E0033	TUMPIRI SAILAJA
54.	19A91E0034	MEDIBOINA VEERA BABU
55.	19A91E0035	MOKA DURGA PRASAD
56.	19A91E0036	MULAGAPAKA HIRESH
57.	19A91E0039	NAGUBANDI KALA ANURADHA
58.	19A91E0040	NALLA JYOTHI
59.	19A91E0041	NARKIDIMILLI LAKSHMI NAVYA
60.	19A91E0042	NIDADAVOLU JAGADEESH
61.	19A91E0043	YENDAMURI SRI VEERA NAGADEVI
62.	19A91E0044	PADALA SRI VIDYA
63.	19A91E0045	PALEPU LAKSHMI PRAKASH VARMA
64.	19A91E0046	PALIKA TRIMURTULU
65.	19A91E0047	PALLAVI KUMARI
66.	19A91E0048	PAMULA SAMPATH KUMAR
67.	19A91E0049	MUNGAMURI RINNIE ROCHISHMA
68.	19A91E0050	PASAM MOUNIKA SAI BHAVANI
69.	19A91E0051	PERI NAGA KAMESWARA SANDEEP
70.	19A91E0052	RAJANALA DEVI SRAVYA
71.	19A91E0053	RAJANALA PRASANTH RAJU
72.	19A91E0054	S SAI VENKAT
73.	19A91E0055	SRAVAN KUMAR
74.	19A91E0056	SATHI DIVYA CHANDANA
75.	19A91E0057	SATHI LAXMI CHAANDINI

  
Coordinator

  
PRINCIPAL  
ADITYA ENGINEERING COLLEGE  
SIRAMPAL EM - 532 437

  
Head of the Department  
Head of the Department  
Department of Management Studies  
Aditya Engineering College  
SIRAMPAL EM



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## Department of Management Studies

Name of the Programme: A Seminar on "Career Opportunities in Digital Marketing"

### Attendance Sheet

Date: 14-07-2021

S.No	Roll Number	Name of the Student	Signature
1.	17A91M0001	Amballa Preethi Anusha	<i>Preethi</i>
2.	17A91M0002	Anjali Devi Kommanapalli	<i>Anjali Devi</i>
3.	17A91M0003	Anusha Biswas	<i>Anusha Biswas</i>
4.	17A91M0004	Avidi Mohan Murali	<i>Murali</i>
5.	17A91M0005	Bandaru Bala Monika	<i>Monika</i>
6.	17A91M0006	Bhargav Prakash Ch	<i>Bhargav</i>
7.	17A91M0007	Dasari Surya Pavan Kalyan	<i>Pavan</i>
8.	17A91M0008	Dileep Sai Ganesh Kona	<i>Kona</i>
9.	17A91M0009	K Praveen	<i>Praveen</i>
10.	17A91M0010	Koduri Raga Priya	<i>Raga Priya</i>
11.	17A91M0011	Kovvuri Ravi Teja Reddy	<i>Ravi Teja Reddy</i>
12.	17A91M0012	Nakka Chakri	<i>Chakri</i>
13.	17A91M0013	P N S S Lakshmi Susmitha Aduri	<i>PNSS Lakshmi</i>
14.	17A91M0015	Peketi Bhuvaneswari	<i>Peketi Bhuvaneswari</i>
15.	17A91M0016	S Teja Venkata Subbarao Sai	<i>S. Teja</i>
16.	17A91M0017	Sakhireddy Rupa	<i>Rupa</i>
17.	17A91M0018	Samhitha RayanamRemella	<i>Samhitha</i>
18.	17A91M0020	Tejaswini Sumala	<i>Tejaswini</i>
19.	17A91M0022	VudathaReshmasriDanteswari	<i>Vudatha</i>
20.	17A91M0023	Arigela Lavanya	<i>Arigela</i>
21.	17A91M0025	Palla Snigdha Girija Mounika	<i>P. Snigdha</i>
22.	19A91E0001	Addanki Veera Lavanya	<i>Addanki</i>
23.	19A91E0002	Batchala Dileep	<i>Dileep</i>
24.	19A91E0003	Bathina Sudheer Kumar	<i>Bathina</i>
25.	19A91E0004	Bellana Sai Aravind	<i>Bellana</i>
26.	19A91E0005	Budda Sai Kiran	<i>B. Sai Kiran</i>
27.	19A91E0006	Budireddy Govind	<i>Budireddy</i>
28.	19A91E0007	Chintapalli Jyothi Sujana	<i>Ch. J. Sujana</i>
29.	19A91E0008	Chinthala Indira	<i>Ch. Indira</i>
30.	19A91E0009	C. N. Venkata Lakshmi Tejaswini	<i>C. N. Tejaswini</i>
31.	19A91E0010	Chokka Murali Venkata Aravind Sai	<i>C. Sai</i>
32.	19A91E0011	Darnala Srivalli	<i>D. Srivalli</i>
33.	19A91E0012	Simran Kumari	<i>Simran</i>
34.	19A91E0013	Dheeraj Kumar	<i>Dheeraj</i>

*Signature*

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V. Suneetha

COORDINATOR

35.	19A91E0014	Dulla Siva Madan Kumar	Siva..
36.	19A91E0015	Durga Guna Veera Raja Sekhar	D.G. Vee Raja Sekhar
37.	19A91E0016	Galideri Ganga Bhavani	G. Ganga Bhavani
38.	19A91E0017	Gara Madhuri	G. Madhuri
39.	19A91E0018	Suthapalli L S Sameera	L.S. Sameera
40.	19A91E0019	Gollapalli Venkata Rayudu	G. Venkata Rayudu
41.	19A91E0020	Gorivilli Satya Narayana	G. Satya Narayana
42.	19A91E0021	Gudimetla Mounika	Mounika
43.	19A91E0022	Gurajala Ashok Raju	G. Ashok Raju
44.	19A91E0024	Thiruveedhula Krishna	T. Krishna
45.	19A91E0025	T. Devi Kamakshi Manikanta Sai Sri	T. Devi Kamakshi Krishna
46.	19A91E0026	Kalidindi Bhavani	Bhavani
47.	19A91E0027	Kanuri Prathyusha	K. Prathyusha
48.	19A91E0028	Karra Ganesh	K. Ganesh
49.	19A91E0029	Karri Sai Sunil	K. Sunil
50.	19A91E0030	Katta Sri Phani Yashwanth	K. Yashwanth
51.	19A91E0031	Lanka Bhavana	L. Bhavana
52.	19A91E0032	Malladi Bhargavi	Bhargavi
53.	19A91E0033	Tumpiri Sailaja	T. Sailaja
54.	19A91E0034	Mediboina Veera Babu	M. Veerababu
55.	19A91E0035	Moka Durga Prasad	Durga
56.	19A91E0036	Mulagapaka Hires	M. Hires
57.	19A91E0039	Nagubandi Kala Anuradha	A. Anuradha
58.	19A91E0040	Nalla Jyothi	N. Jyothi
59.	19A91E0041	Narkidimilli Lakshmi Navya	N. Navya
60.	19A91E0042	Nidadavolu Jagadeesh	J. Jagadeesh
61.	19A91E0043	Yendamuri Sri Veera Nagadevi	S. Veera Nagadevi
62.	19A91E0044	Padala Sri Vidya	P. Sri Vidya
63.	19A91E0045	Palepu Lakshmi Prakash Varma	P. Lakshmi Prakash Varma
64.	19A91E0046	Palika Trimurtulu	P. Trimurtulu
65.	19A91E0047	Pallavi Kumari	P. Kumari
66.	19A91E0048	Pamula Sampath Kumar	P. Sampath Kumar
67.	19A91E0049	Mungamuri Rinnie Rochishma	M. Rinnie Rochishma
68.	19A91E0050	Pasam Mounika Sai Bhavani	P. Mounika
69.	19A91E0051	Peri Naga Kameswara Sandeep	P. Sandeep
70.	19A91E0052	Rajanala Devi Sravya	R. Devi Sravya
71.	19A91E0053	Rajanala Prasanth Raju	R. Prasanth Raju
72.	19A91E0054	S Sai Venkat	S. Venkat
73.	19A91E0055	Sravan Kumar	S. Sravan Kumar
74.	19A91E0056	Sathi Divya Chandana	S. Divya Chandana
75.	19A91E0057	Sathi Laxmi Chaandini	S. Laxmi Chaandini

V. Suresha  
Coordinator

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SURAMPALEM - 533 437

N. Visal  
Head of the Department  
Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
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## Department of Management Studies

Date: 15 -07-2021

### Report on a seminar on " Carrer Opportunities in Digital Marketing "

**Name of the Event:** Carrer Opportunities in Digital Marketing

#### **Introduction to Event:**

A one-day programme was conducted at Aditya Engineering College(A), by the department of Management Studies to impart knowledge on Digital marketing has become one of the most popular career options in today's fast pace and tech savvy world. While browsing online, we are exposed to a plethora of content that we consume in form of video, gifs, memes, images and so on. The question that arises is who is driving this content and how it is trending on all social media platforms? The answer is -- a digital marketer sitting in a different corner of the country is deciding what you explore feed looks like. If these conversations intrigue you, a career in digital marketing is what you should explore. Digital marketing is an industry which has shown great potential and has posed itself as a sector with significant employment opportunity. As more and more communication channels are available, the need for qualified individuals to keep up with the pace of demands. The rising trend of business digitizing has created a need for professionals, ones which are well-versed with the business and the functioning's of digital marketing.

**Event Date:** 14-07-2021

**Coordinator:** Mrs. V. Suneetha, Associate Professor, Department of Management Studies.

#### **Agenda:**

- Career Opportunities in Digital Marketing
- How to grow in digital marketing career
- Scope and Opportunities
- SEO Specialists

**No. of Participants:** 75

**Resource person:** Dr. P. Murali, Professor, Sri Krihnadevaraya University, Vijayanagaram.

#### **Resource person's Profile:**

Professor of Management Dept. of Sri Krishnadevaraya Institute of Management SKU College of Arts Sri Krishnadevaraya University, Anantapuram-515003

Email: panatulamurali@gmail.com,

panatula\_murali@yahoo.com

Qualification: M.Com., MBA., Ph.D., FDP (IIMA)

Specialization: Human Resource Management

*S. M.*

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**ADITYA ENGINEERING COLLEGE**  
**SURAMPALEM - 533 437**

Experience: 25 years

Publications:

Papers in Journals: 53 papers 4 books

Papers in Conferences: 35 No. of Ph.Ds. guided:11 No. of Books/Conferences/Proceed.  
Published:2

**Venue:** Abdul Kalam Bhavan Seminar Hall (Room No: AKB 101)

**Staffing:**

1. Mr. Duvvuri Meherji, Associate Professor.
2. Mr. Dwarampudi Sairam, Assistant Professor.

**Outcomes:**

- Students will Improve in Interactive Marketing.
- Student got Knowledge on how to Keep the customer engaged in your brand.
- Students got familiarized in Maintaining a continuous flow of new leads.

**Closing remarks:**

After this one-day programme students got clarity about importance of Digital Marketing in the organizations. Using digital marketing tactics is the most cost-effective way to market your business. Digital marketing is the most measurable form of marketing. One of the greatest benefits of digital marketing is that it allows you to target your ideal buyers.

*V. Sreeja.*  
Coordinator

*N. V. Sairam*  
Head of the Department

*Head of the Department*  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM

*S. G. S.*

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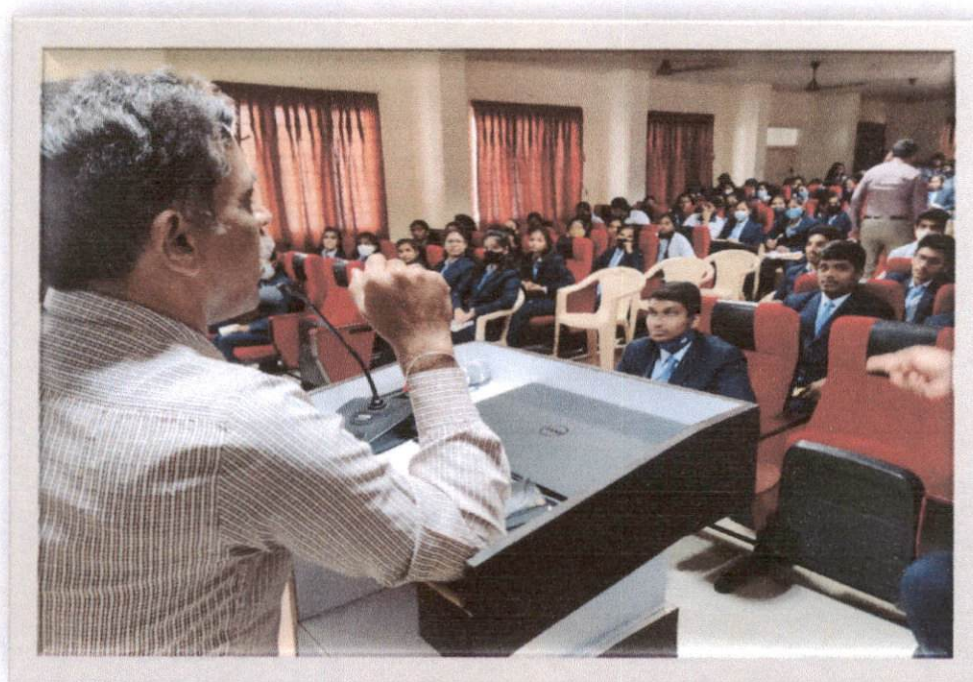
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Presentation Session



Interactive Session

V. Suresha  
Coordinator

N. Visal  
Head of the Department  
Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALAM