



Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)

Sponsored by: MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Department of Computer Science & Engineering



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Rajarajeswari College of Engineering

An Autonomous Institution

Under VTU, Approved by AICTE, UGC & GoK



RESOURCE PERSON:

Mr. Aman Aryan

(Alumni - 2022 Batch)

Founder

EA Group Of Company
Bangalore

DATE : 21.03.2025

TIME : 10.00 A.M.

VENUE :

Dr. APJ Abdul Kalam Hall, RRCE



No. 14, Ramohalli Cross,
Kumbalagodu, Mysore Road,
Bangalore

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Alumni talk on

**"THE FUTURE OF
DIGITAL
MARKETING:
TRENDS AND
INNOVATIONS"**

Faculty Co-Ordinators:

Mr. V M Saravanaperumal

Asst. Prof. Dept. of CSE

Mr. Abubakkar Sithik

Asst. Prof. – Dept. of CSE

Dr. Kirubha R , HOD - Dept. of CSE

Dr. R. Balakrishna, Principal



www.rrce.org



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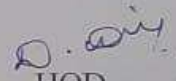
Department of Computer Science and Engineering

Date: 18.3.2025

Circular

An Alumni talk on " **The Future of Digital Marketing: Trends & Innovations** " will be conducted for 3rd year B.E students on 21.3.2025 (Friday) at 10.00 am, Venue: APJ kalam Hall 2nd floor RRCE. We request all the students to take part in the program to enhance your knowledge on the conceptual studies.

Note: Attendance is Mandatory. Strict action will be imposed on Absentees.


HOD
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Department of Computer Science & Engineering

1. TYPE OF EVENT : Alumni Talk
2. TITLE OF THE EVENT : “The Future of Digital Marketing: Trends & Innovations”
3. RESOURCE PERSON : Mr. AMAN ARYAN (2022 BATCH ALUMNI)
Founder, EA GROUP OF COMPANY Bangalore
4. EVENT SCHEDULE : 21st March 2025 (Friday) at 10:00 AM
5. VENUE : APJ Kalam Hall 2nd Floor, RRCE
6. TARGET PARTICIPANTS: 3rd Year B.E students
7. NUMBER OF PARTICIPANTS: 206
8. PROGRAM OUTCOME:

**The Future of Digital Marketing: Trends & Innovations – Alumni Talk Report*

**Introduction: **

The digital marketing landscape is in constant flux, driven by rapid technological advancements and evolving consumer behaviors. This report summarizes key insights from the seminar "The Future of Digital Marketing: Trends & Innovations," focusing on the emerging trends and innovations that will shape the industry in the coming years.

**Key Trends and Innovations:*

Artificial Intelligence (AI) and Automation: AI is revolutionizing digital marketing through personalized experiences, predictive analytics, and automated workflows. The seminar emphasized the growing importance of AI-powered chatbots, content generation tools, and programmatic advertising.

Personalization and Data-Driven Marketing: The ability to collect and analyze vast amounts of data enables marketers to create highly targeted and personalized campaigns. This includes real-time personalization, customer journey mapping, and predictive modeling. * **The Rise of Immersive Technologies:** The metaverse, augmented reality (AR), and virtual reality (VR) are creating new opportunities for immersive and engaging marketing experiences. The seminar explored how these

technologies can be used for product demonstrations, virtual events, and interactive storytelling. *

Social Commerce and Influencer Marketing: Social media platforms are becoming increasingly important for e-commerce, with social commerce and influencer marketing driving significant sales. The seminar discussed the evolving role of influencers and the importance of authentic brand partnerships. *

Focus on Privacy and Ethical Marketing: As data privacy concerns grow, marketers must prioritize ethical and transparent practices. The Talk highlighted the importance of complying with regulations like GDPR and CCPA, and building trust with consumers. *

Video and Short-Form Content: Video continues to dominate digital marketing, with short-form video content, such as TikTok and Instagram Reels, gaining immense popularity. The seminar explored the effectiveness of video marketing for engagement and brand awareness. *

The Importance of Omnichannel Marketing: Consumers expect a seamless and consistent experience across all touchpoints. The seminar emphasized the need for an integrated omnichannel strategy that connects online and offline channels. *

Emphasis on Customer Experience (CX): A positive customer experience is crucial for building loyalty and driving sales. The seminar discussed the importance of providing personalized support, creating seamless online experiences, and fostering customer engagement. *

Strategic Implications: *

- * Marketers must embrace AI and automation to streamline processes and personalize campaigns.
- * Data analytics and personalization are essential for creating targeted and effective marketing strategies.
- * Investing in immersive technologies can create unique and engaging customer experiences.
- * Social commerce and influencer marketing offer significant opportunities for e-commerce growth.
- * Prioritizing privacy and ethical practices is crucial for building trust and maintaining brand reputation.

Conclusion: The future of digital marketing is dynamic and exciting, with numerous opportunities for innovation and growth. By embracing emerging trends and technologies, marketers can create more engaging, personalized, and effective campaigns. Continuous learning and adaptation are essential for navigating this ever-evolving landscape.



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Sec:6'A'

Department of Computer Science & Engineering
STUDENT NAMELIST

ALUMNI TALK ATTENDANCE

Sl No	USN	STUDENT NAME	SIGN
1	IRR22CS001	ABHISHEK	Abhishek
2	IRR22CS002	ABHISHEK	Abhishek
3	IRR22CS003	ABHISYANTH M	Abhisyanth
4	IRR22CS004	AISHWARYA BC	Aishwarya BC
5	IRR22CS005	AISHWARYA G	Aishwarya G
6	IRR22CS006	AISHWARYA R SHIRANGI	Aishwarya R Shirangi
7	IRR22CS007	AKASH MAHESH BHAMASAGAR	Akash Mahesh
8	IRR22CS008	AMAN MANHAS	Aman Manhas
9	IRR22CS009	AMAREGOUDA POLICE PATIL	Amaregouda
10	IRR22CS010	AMBIKA H	Ambika H
11	IRR22CS011	AMOGHA P	Amogha P
12	IRR22CS012	AMULYA G	Amulya G
13	IRR22CS013	ANKITHA R	Ankitha R
14	IRR22CS014	ANURADHA H R	Anuradha H R
15	IRR22CS015	ANUSHREE N B	Anushree N B
16	IRR22CS016	ARJUN G S	Arjun G S
17	IRR22CS017	ASHWINI G	Ashwini G
18	IRR22CS018	ASMA FATHIMA	Asma Fathima
19	IRR22CS019	AVINASH NAGALINGAPPA KENDUR	Avinash Nagalingappa
20	IRR22CS020	BHAGAVANTHRAYA GURANNA	Bhagavanthraya
21	IRR22CS021	BHAGYASHREE	Bhagyashree
22	IRR22CS022	BHARATH B	Bharath B
23	IRR22CS023	BHARATH KS	Bharath KS
24	IRR22CS024	BHARGAV C	Bhargav C
25	IRR22CS025	BHAVANA M R	Bhavana M R
26	IRR22CS026	BHOOMIKA RAJATH MENON	Bhoomika Rajath
27	IRR22CS027	BHUMIKA S	Bhumika S
28	IRR22CS028	BHUVAN M	Bhuvan M
29	IRR22CS029	C M PRAGNASHREE	C M Pragnashree
30	IRR22CS030	CHANDANA K N	Chandana K N
31	IRR22CS031	CHANDRIKA V	Chandrika V
32	IRR22CS032	CHANDRU R	Chandru R
33	IRR22CS033	CHARAN H G	Charan H G
34	IRR22CS034	CHETAN KALAMADI	Chetan Kalamadi
35	IRR22CS035	CHITHRA P K	Chithra P K
36	IRR22CS036	D R THEJASHWINI	D R Thejashwini
37	IRR22CS037	DATTATRI	Dattatri
38	IRR22CS038	DEEKSHITH H	Deekshith H
39	IRR22CS039	DEEPTHI S	Deepti S
40	IRR22CS040	DEVANSH	Devansh
41	IRR22CS041	DHANUSH M	Dhanush M
42	IRR22CS042	DHANUSHREE V	Dhanushree V
43	IRR22CS043	DHRUVA DINESH NAIK	Dhruva Dinesh
44	IRR22CS044	DHYANA CHANDRA	Dhyana Chandra
45	IRR22CS045	DIVYASHREE CS	Divyashree CS
46	IRR22CS046	E SAI DHANUSH REDDY	E Sai Dhanush Reddy
47	IRR22CS047	ENOSH MUTHYALA	Enosh Muthyala
48	IRR22CS048	ESHWARI R H	Eshwari R H

Sl No	USN	STUDENT NAME	SIGN
49	1RR22CS049	GIRISH JADHAV	
50	1RR22CS050	GOPINATH S	<i>Gopinath</i>
51	1RR22CS051	GOWTHAM R GOWDA	<i>Gowtham</i>
52	1RR22CS052	GURURAJ B	<i>Gururaj</i>
53	1RR22CS053	H M SANJANA	<i>Sanjana</i>
54	1RR22CS054	H SOWMYA	
55	1RR22CS056	HARSHITH NAYAKA L	
56	1RR22CS057	HARSHITHA M	<i>Harshitha</i>
57	1RR22CS058	HEMA CINCHANA R	
58	1RR22CS059	HIMANSHU NAGYAL	
59	1RR22CS060	INCHARA B	<i>Inchara</i>
60	1RR22CS061	K R NAVEEN GOWDA	<i>Naveen</i>
61	1RR22CS062	K VENKAT SIDDARTH	<i>Venkat</i>
62	1RR22CS063	KARANTH J	<i>Karant</i>
63	1RR22CS064	KARINA MALVIYA	<i>Karina</i>
64	1RR23CS400	ABHILASH B G	<i>Abhilash</i>
65	1RR23CS404	DARSHAN GOWDA N V	<i>Darshan</i>
66	1RR23CS412	POOJA C	
67	1RR23CS414	RITHIN S	<i>Rithin</i>
68	1RR23CS416	YASHAS RAMESH	<i>Yashas</i>

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Department of Computer Science & Engineering

STUDENT NAMELIST

Sec:6'B'

ALUMNI TALK ATTENDANCE

Sl No	USN	STUDENT NAME	SIGN
1	1RR22CS065	KARTHIK R	Karthik P.
2	1RR22CS066	KEERTHIRAJ R	Keerthiraj R
3	1RR22CS067	KISHAN S	Kishan S
4	1RR22CS069	KRUPESH PATEL M S	Krupesh Patel
5	1RR22CS070	KUMARASWAMY HJ	A
6	1RR22CS071	KUSHI PM	Kushim.
7	1RR22CS072	LACHATAH GARI NIKHITHA	Nikhitha
8	1RR22CS073	LAKSHMI	Lakshmi P
9	1RR22CS074	LATHASHRI K H	Lathashri K H
10	1RR22CS075	LIKHITH KUMAR D.N	Likhitha Kumar D.N
11	1RR22CS076	LIKHITHA K V	Likhitha K V
12	1RR22CS077	LIKITHA R	Likhitha R
13	1RR22CS078	LIPIKA K S	Lipika K.S
14	1RR22CS079	M DISHA	M. Dishu
15	1RR22CS080	M VINOD KUMAR	M. Vinod Kumar
16	1RR22CS081	MADHAN GOWDA	Madhan
17	1RR22CS083	MALLINATH	Mallinath
18	1RR22CS084	MALTESH T	Absent
19	1RR22CS085	MANISH M	Manish M
20	1RR22CS086	MANJUNATH S	Manjunath S
21	1RR22CS087	MANJUNATH SURESH PATIL	Manjunath S
22	1RR22CS089	MANJUNATHA S	Manjunatha S
23	1RR22CS090	MANOHAR BR	Manohar B.R
24	1RR22CS091	MD ARSHAD	MD Arshad
25	1RR22CS092	MEDHAVI PRAVEEN SHENVI	Medha P
26	1RR22CS093	MEHAK SIDDIQUE	Mehta S
27	1RR22CS094	MITHUN KUMAR S	Mithun K
28	1RR22CS095	MOHAMMED BABJI S	Mohammed Babji S
29	1RR22CS097	MUKUNDA T	Mukunda T
30	1RR22CS098	N BHAVANA	N Bhavana
31	1RR22CS099	NAGARAJ G PATIL	Nag
32	1RR22CS100	NAMAN	Naman
33	1RR22CS101	NARAYANAM HMSALEKHA	N-Ham
34	1RR22CS102	NEERAJ S	Neeraj S
35	1RR22CS103	NIDHI H P	Nidhi H P
36	1RR22CS104	NIDHI S GOWDA	Nidhi S. Gowda
37	1RR22CS105	NIKHIL SHIVANAND HALLADAMANI	Nikhil S
38	1RR22CS106	NIKHIL TR	Nikhil T.R

Sl No	USN	STUDENT NAME	SIGN
39	1RR22CS107	NITHIN R GOWDA	Nithin
40	1RR22CS108	NITHIN V	Nithin V
41	1RR22CS109	NIVEDITA	Nivedita
42	1RR22CS110	PANDURANGAPPA M	Panduranga
43	1RR22CS111	PAVAN M R	Pavan
44	1RR22CS112	PAVITHRA G	Pavithra
45	1RR22CS113	POOJA PATRA	Pooja
46	1RR22CS114	PRATHIKSHA M	Prathiksha
47	1RR22CS115	PREKSHA K V	Preksha
48	1RR22CS116	PRERITHA H G	Preritha
49	1RR22CS117	PRIVANKA S	Privanka
50	1RR22CS118	PRUTHVIN	Pruthvin
51	1RR22CS119	PUNYASHREE C M	Punyashree
52	1RR22CS120	PURNACHANDRA DN	Purnachandra
53	1RR22CS121	RADHIKA	Radhika
54	1RR22CS122	RAGHAV V BHAT	Raghu
55	1RR22CS123	RAHUL H R	Rahul
56	1RR22CS124	RAHUL M	Rahul
57	1RR22CS125	RAJATH KN	Rajath
58	1RR22CS126	RASHMI B	Rashmi
59	1RR22CS127	RISHAT LASRADO	Rishat
60	1RR22CS128	RITESH GOWDA C	Ritesh
61	1RR23CS401	BASAVARAJ AGASAR	Basavaraj
62	1RR23CS402	BHARGAV K V	Bhargava
63	1RR23CS403	BRINDA	Brinda
64	1RR23CS407	LINGARAJU H L	Lingaraj
65	1RR23CS409	MOHAN K G	Mohan
66	1RR23CS415	TOUSIF AHMED	Tousif

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ALUMNI TALK ATTENDANCE

Sl No	USN	STUDENT NAME	SIGN
1	IRR22CS129	ROHAN R SINDHE	Rohan
2	IRR22CS130	ROHINI S	Rohini S
3	IRR22CS131	RUTHIKA M	Ruthika M
4	IRR22CS132	SACHIN S	Sachin S
5	IRR22CS133	SAFURA MARIYAM	Safura M
6	IRR22CS134	SAGAR GOUDA MP	Sagar G
7	IRR22CS135	SAHANA S	Sahana S
8	IRR22CS136	SAHANA V	Sahana V
9	IRR22CS137	SAMYAM HS	Samyam HS
10	IRR22CS138	SANJANA K J	Sanjana K J
11	IRR22CS139	SHAFIYA MUSKAAN	Shafiya Muskaan
12	IRR22CS141	SHARVARI U	Sharvari U
13	IRR22CS142	SHILPA H M	Shilpa H M
14	IRR22CS143	SHLOKA S P	Shloka S P
15	IRR22CS144	SHREYA G	Shreya G
16	IRR22CS145	SHREYA SHARAD TAMSE	Shreya S
17	IRR22CS146	SHREYAS DP	Shreyas DP
18	IRR22CS147	SHRI THIRISHA P	Shri Thirisha P
19	IRR22CS148	SHRIVATSA K S	Shrivatsa K S
20	IRR22CS149	SINCHANA C H	Sinchana C H
21	IRR22CS150	SINCHANA K	Sinchana K
22	IRR22CS151	SINDHU PRIYA	Sindhu Priya
23	IRR22CS152	SNEHA BS	Sneha BS
24	IRR22CS153	SOUMYA	Soumya
25	IRR22CS154	SPOORTHI KP	Spoorthi KP
26	IRR22CS155	SREE KANTA T S	Sree Kanta T S
27	IRR22CS156	SREERAMA M P	Sreerama M P
28	IRR22CS157	SUJAN P	Sujan P
29	IRR22CS158	SURYA KIRAN N	Surya Kiran N
30	IRR22CS159	SWATHI N	Swathi N
31	IRR22CS160	TANUSHREE S N	Tanushree S N
32	IRR22CS161	TANZILA KHANAM	Tanzila Khanam
33	IRR22CS162	TARUNA KUMAR M A	Taruna Kumar M A
34	IRR22CS163	TEJAS B	Tejas B
35	IRR22CS164	TEJAS J T	Tejas J T
36	IRR22CS165	TEJAS KUMAR SM	Tejas K S M
37	IRR22CS166	TEJAS R GOWDA	Tejas R G
38	IRR22CS167	TEJASWI VR	Tejaswi VR
39	IRR22CS168	TEJASWINI R	Tejaswini R
40	IRR22CS169	TEJASWINI S	Tejaswini S
41	IRR22CS170	THANUSHREE M	Thanushree M
42	IRR22CS171	THRUPHTI MN	Thruphti MN
43	IRR22CS172	TOUKEER AHMAD ABDULRAZAK SAIYAD	Toukeer Ahmad
44	IRR22CS173	V VIDYASHREE	V Vidyashree
45	IRR22CS174	VARSHA S POOJAR	Varsha S P
46	IRR22CS175	VARSHA S V	Varsha S V

Sl No	USN	STUDENT NAME	SIGN
47	IRR22CS176	VARSHITHA KS	Varshitha
48	IRR22CS177	VARSHITHA V	Varshitha V
49	IRR22CS178	VASUDEV BHANDARI	Vasudev
50	IRR22CS179	VEERENDRA SEHWAG	Veerendra
51	IRR22CS180	VEERESH V	Veeresh V
52	IRR22CS181	VELURI DHANUNJAYA	Veluri Dhanunjaya
53	IRR22CS182	VENKATESH M	Venkatesh M
54	IRR22CS183	VIDYA J L	Vidya
55	IRR22CS184	VIDYASHREE M	Vidyashree M
56	IRR22CS185	VIGNESH G	Vignesh G
57	IRR22CS186	VINITHA NS	Vinitha NS
58	IRR22CS187	VYOMDHIP P	Vyomdhip P
59	IRR22CS188	YASHAS AR	Yashas AR
60	IRR22CS189	YASHAS J	Yashas J
61	IRR22CS190	YASHASWINI M	Yashaswini M
62	IRR22CS191	YASHAWANTH KUMAR K	Yashawanth K
63	IRR22CS192	YOGITA KUMBAR	Yogita K
64	IRR23CS405	ISHITHA C	Ishitha C
65	IRR23CS406	JYOTHI B G	Jyothi B G
66	IRR23CS410	NANDINI NITIN MODI	Nandini Nitin Modi
67	IRR23CS411	NAVYASHREE R	Navyashree R
68	IRR23CS413	PUNYAKALA K L	Punyakala K L

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