



Department of Management Studies

Date: 11/06/2026

CIRCULAR

All the 1st year and 2nd year MBA Students are informed to attend the Industrial Visit to **Digital Academy-360 J P Nagar**, on 12/06/2026. Everyone should be there at College Campus by 8.30 am without fail. Attendance is Mandatory.

These are the few guidelines to follow as visitors.

1. Kindly be in **College uniform with formal Shoes and Blazer**.
2. Kindly carry ID cards provided by college. (ID Card is Mandatory)

HOD-MBA

HOD
Department of Management Studies
Rajarajeswari College of Engineering
Bangalore - 560 074.

Principal
RAJARAJESWARI
COLLEGE OF ENGINEERING
Ramohalli Cross, Bengaluru-74



Department of Management Studies

Department of Master of Business Administration

Report for Industry Visit on 12-06-2026

Event Name : Industry Visit for 2nd & 4th MBA Students

Date : 12/06/2026

Place : **Digital Academy-360**
Company, J P Nagar,
Bengaluru, Karnataka
560078

Resource Person : **Mr. Prasanna**
Marketing Head— **Digital**
Academy-360 Company,
Bengaluru

In charge : **Ms. S. Sushma Rawath & Dr. Sowmya G**

Participation Staff & Student : **MBA 2nd & 4th Semester**

Students- 97 Students, 4 Faculty members

About the Program : This report summarizes an industrial visit to **Digital Academy-360**. Key activities included workshops on Digital Marketing, sessions on emphasize **marketing analytics**, **AI-powered automation**, and **performance marketing**, , equipping future business leaders to manage digital assets, optimize Return on Investment (ROI), and scale customer acquisition.

Key Learning's:

- **Search Engine Optimization (SEO) & Analytics:** Understanding search algorithms and mastering measurement frameworks like Google Analytics
- **Performance Marketing & Paid Ads:** Media planning, budgeting, and optimizing ROI across social media (Meta/LinkedIn) and search (Google Ads)
- **-E-Commerce & Lead Generation:** Designing landing pages, managing inbound funnels, and executing automated email marketing campaigns.

Conclusion:

The Industrial Visit successfully enriched the participants' understanding the importance of widening gap between theoretical learning and practical exposure. The **Department of MBA** extends heartfelt gratitude to the esteemed speakers, organizing committee, and attendees for making the event a grand success.



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INVITATION



RAJARAJESWARI COLLEGE OF ENGINEERING
An Autonomous Institution
Under VTU, Approved by AICTE, UGC & GoK
No.14, Ramohalli Cross, Kumbalagodu,
Mysore Road, Bengaluru – 560074



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**DEPARTMENT OF MANAGEMENT STUDIES
& INDUSTRY INSTITUTE INTERACTION (III) CLUB**

Organizing

INDUSTRIAL VISIT TO

 **Digital Academy[®]360**

AN INDUSTRY EXPOSURE PROGRAM FOR
MBA 2ND SEM & 4TH SEM STUDENTS

DATE OF VISIT
12TH JUNE 2026
(FRIDAY)

TIME
9:00 AM
ONWARDS

COORDINATORS



Mrs. S. Sushma Rawath
Coordinator
Dept. of MBA



Dr. P. Ebby Darney
Dean - Student Affairs &
III Club Coordinator

PRINCIPAL



Dr. R. Balakrishna
Principal

INDUSTRY EXPOSURE **PRACTICAL LEARNING** **INSIGHTS FROM EXPERTS** **CAREER ENRICHMENT** **NETWORKING OPPORTUNITIES**

FOR MORE INFORMATION
94824 13278

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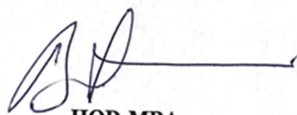
Website: <https://www.rrce.org>



Department of Management Studies

Report on Industrial Visit

SL. NO	PARTICULARS	DETAILS
1.	Type Event	Industrial Visit
2.	Venue	Digital Academy – 360, J P Nagar, Bengaluru
3.	Date of the programme	12/06/2026
4.	Time	9.00 AM to 3.30 AM
5.	Company	Digital Academy – 360
6.	Staff Co Coordinator	Ms. S. Sushma Rawath & Dr. Sowmya G
7.	Staff & Students Attended	MBA 2nd & 4th Semester & 4 Faculty
8.	Outcome of the Programme	• Gained basic knowledge of digital marketing tools and techniques • Understood real-time industry practices and work environment • Improved practical and communication skills • Connected theoretical concepts with real-world applications • Learned about career opportunities in digital marketing • Developed awareness of modern technologies and tools



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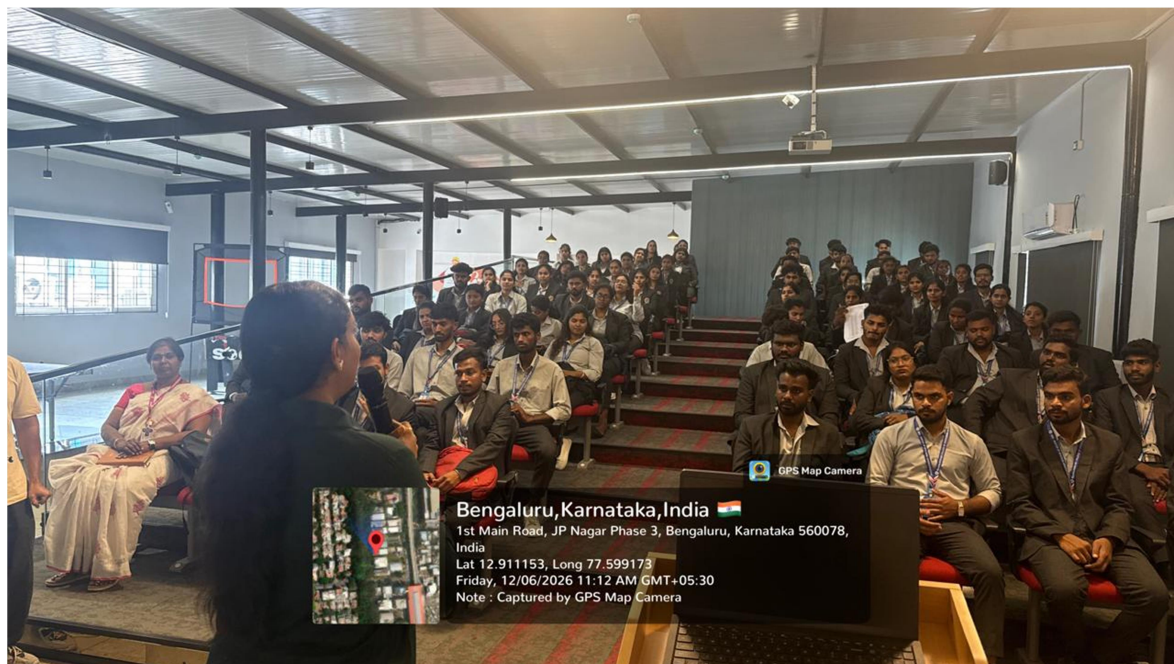
Principal

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Department of Management Studies

GEO TAG PHOTOS

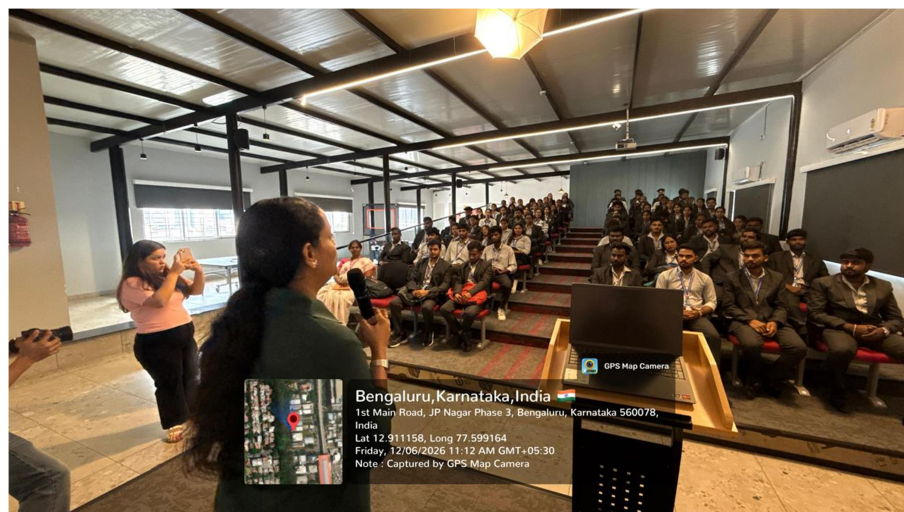




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Date: 12-06-2026

Industrial Visit to Digital Academy

1st Year 2nd SEM - MBA

Attendance

Sl No	USN	Student Name	Signature
1	1RR25BA001	Ananya A	Ananya A
2	1RR25BA002	Ashwini B S	Ashwini B S
3	1RR25BA003	S Bhumika	Bhumika S
4	1RR25BA004	Chandana M M	Chandana M.M
5	1RR25BA005	Chandana R	Chandana R
6	1RR25BA006	Chandrashekar	Chandrashekar K.M.
7	1RR25BA007	Deeksha S	Deeksha S
8	1RR25BA008	Gayithri S	Gayithri S
9	1RR25BA009	Karthika E S	Karthika E S
10	1RR25BA010	Kasuhik R	Kasuhik R
11	1RR25BA011	Kiran R	Kiran R
12	1RR25BA012	Lakshmisha A S	Lakshmisha A.S.
13	1RR25BA013	Leelarani N	Leela Ranjini N
14	1RR25BA014	Moulya A S	Moulya A S
15	1RR25BA015	Nayanashree Y M	Nayanashree Y.M.
16	1RR25BA016	Prajwal M Naika	Prajwal M
17	1RR25BA017	Pramodini V	Pramodini V
18	1RR25BA018	Praveen K S	Praveen K.S.
19	1RR25BA019	Renuka B S	Renuka B.S.
20	1RR25BA020	Sanjana V	Sanjana V
21	1RR25BA021	Sanjushree S	Sanjushree S
22	1RR25BA022	Shashikanth V N	Shashikanth V.N
23	1RR25BA023	Sinchana K S	Sinchana K.S.
24	1RR25BA024	Sindhu K S	Sindhu K.S.
25	1RR25BA025	Soujanya Bhargav	Soujanya
26	1RR25BA026	Srushti C S	Srushti C.S.
27	1RR25BA027	Sujana T M	Sujana T.M
28	1RR25BA028	Swathi S	Swathi S
29	1RR25BA029	Vandana V S	Vandana V.S.
30	1RR25BA030	Veerabhadra K	Veerabhadra K
31	1RR25BA031	Vijayambika D P	Vijayambika D.P.
32	1RR25BA032	Vinutha H R	Vinutha H.R.
33	1RR25BA033	Yamuna M	Yamuna M

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 [Signature]

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Date: 12-06-2026

Industrial Visit to Digital Academy

2nd Year 4th SEM - MBA

Attendance

Sl No	USN	Students Name	Signature
1	1RR23BA062	Preethi R	
2	1RR24BA001	Abhishek N	
3	1RR24BA002	Aishwarya G	
4	1RR24BA003	Aishwarya M	
5	1RR24BA004	Amulya B	
6	1RR24BA005	Anith Kumar N	
7	1RR24BA006	Arpitha M K	
8	1RR24BA007	Arpitha M R	
9	1RR24BA008	Ashok T R	
10	1RR24BA009	Ashwini As	
11	1RR24BA010	Bharath Chandra C S	
12	1RR24BA011	Bhoomika	
13	1RR24BA012	Bindushree M G	
14	1RR24BA014	Chiranth M P	
15	1RR24BA015	Chitrashree J S	
16	1RR24BA016	Darshan K	
17	1RR24BA017	Deepak R	
18	1RR24BA018	Devika K	
19	1RR24BA019	Dhanish Jadhav S	
20	1RR24BA020	Dilip Kumar K N	
21	1RR24BA021	Divya Vs	
22	1RR24BA022	G N Balaji	
23	1RR24BA023	Gagana R	
24	1RR24BA024	Gayathri P	
25	1RR24BA025	Geervani S	
26	1RR24BA026	Harsha A	
27	1RR24BA027	Harshitha S	
28	1RR24BA028	Jamuna B L	
29	1RR24BA029	Jeevitha Shree S	
30	1RR24BA030	K Swetha	
31	1RR24BA031	Kusuma M	

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32	IRR24BA032	Likhitha G K	
33	IRR24BA033	Manasa R	
34	IRR24BA034	Manohara B M	
35	IRR24BA035	Manukumar N	
36	IRR24BA036	Meghana B	
37	IRR24BA037	Meghana P	
38	IRR24BA038	Meghana V P	
39	IRR24BA039	Namitha P	
40	IRR24BA040	Nikhil Narayan Naik	
41	IRR24BA041	Nithin Kumar C	
42	IRR24BA042	Pavan T M	
43	IRR24BA043	Pooja G	
44	IRR24BA044	Prajwal H N	
45	IRR24BA045	Prakasha	
15	IRR24BA046	Rahul M	
47	IRR24BA047	Sahana C S	
48	IRR24BA048	Sandesh	
49	IRR24BA049	Santhosh Kumar Dhayapulle	
50	IRR24BA050	Shahiran Khan	
51	IRR24BA051	Spoorthy N	
52	IRR24BA052	Srikanth S	
53	IRR24BA053	Suraj M	
54	IRR24BA054	Suraksha B R	
55	IRR24BA055	Swathi B	
56	IRR24BA056	Varun	
57	IRR24BA057	Vasanth Bai L	
58	IRR24BA058	Venkatesh B R	
59	IRR24BA059	Venkatesh Muranal	
60	IRR24BA060	Vishwas N	
61	IRR24BA061	Yadukumar K M	
62	IRR24BA062	Yashashwini H K	
63	IRR24BA063	Yashaswini K G	
64	IRR24BA064	Yashwanth J	

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Students Feedback

Students name	Please rate the following parameters: [Experience from IV]	Please rate the following parameters:[IV Facilitator]	Please rate the following parameters: [can u able to Relate your classroom concepts during your IV]	Please rate the following parameters: [Content]	Please rate the following parameters: [Presentations]
Darshan K	Good	Good	Good	Good	Good
Deepak R	Good	Good	Very Good	Very Good	Good
Devika K	Very Good	Good	Good	Very Good	Good
Dhanish Jadhav S	Very Good	Good	Good	Good	Good
Dilip Kumar K N	Very Good	Very Good	Very Good	Very Good	Excellent
Divya Vs	Excellent	Very Good	Very Good	Very Good	Excellent
G N Balaji	Good	Good	Good	Good	Good
Gagana R	Good	Good	Very Good	Very Good	Good
Gayathri P	Very Good	Good	Good	Very Good	Good
Spoorthy N	Very Good	Good	Good	Good	Good
Srikanth S	Very Good	Very Good	Very Good	Very Good	Excellent
Suraj M	Excellent	Very Good	Very Good	Very Good	Excellent
Suraksha B R	Good	Good	Good	Good	Good
Swathi B	Good	Good	Very Good	Very Good	Good
Varun	Very Good	Good	Good	Very Good	Good
Vasantha Bai L	Very Good	Good	Good	Good	Good
Venkatesh B R	Very Good	Very Good	Very Good	Very Good	Excellent
Venkatesh Muralan	Excellent	Very Good	Very Good	Very Good	Excellent
Vishwas N	Good	Good	Good	Good	Good
Yashashwini	Good	Good	Very Good	Very Good	Good


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