



Goa University
Goa Business School
Discipline of Financial Services
Report on Workshop on Digital Marketing

1. Title of the Event/Activity/program	Workshop on Digital Marketing
2. Date and Time	17 – 18 October 2024
3. Mode of conduct (Physical/Online)	Physical mode
4. School/ Directorate/ Section	Goa Business School
5. Collaborating Agency/School/Directorate	Not applicable
6. Detail of the Resource Person (Brief biodata)	<p>Mr. Sanjay Sinha Founder and CEO of Nexzenpro School of Digital Media.</p> <p>Nexzenpro School of Digital has seasoned and senior most industry professionals imparting training. The students are imparted theoretical as well as extensive practical training on multiple tools for digital marketing.</p>
7. Number of Faculty attended/participated	2
8. Number of Student attended / participated	37
9. No. of external students/faculty/other participants	Nil
10. The objectives of the Program/activity/event	This digital marketing workshop aimed to provide hands-on training in website creation, SEO strategies, and Google Analytics. Participants shall learn to design user-friendly, websites, implement On-Page and Off-Page SEO to improve SERP

10. The objectives of the Program/activity/event	<p>This digital marketing workshop aimed to provide hands-on training in website creation, SEO strategies, and Google Analytics. Participants shall learn to design user-friendly, websites, implement On-Page and Off-Page SEO to improve SERP rankings, and analyze data using Google Analytics to drive informed marketing decisions.</p>
11. Description of the Program/activity/event	<p>This digital marketing workshop was designed to equip participants with essential skills in website creation, search engine optimization (SEO), and Google Analytics. Attendees will learn to design user-friendly websites optimized for search engines, enhancing online visibility. This workshop offers a comprehensive approach to building a strong digital presence, ideal for marketers and business professionals seeking online growth.</p>
12. Benefit/Key outcomes of the Program/activity/event	<p>The participants gained practical skills in creating user-friendly and search engine-optimized websites, allowing them to enhance online visibility and user engagement effectively. Additionally, attendees learnt about Google ads and create google ad campaign. Overall, participants gained actionable insights and tools to boost digital marketing efforts, ensuring a stronger online presence and improved reach to target audiences.</p>
13. Enclosures with report	<p>Flyer of the workshop, Geo-tag photos, Attendance of students/faculty/external participants, Bio Data of resource person (if applicable) is attached herewith.</p>

Dr. Pournima Shenvi-Dhume

Dr. Pournima Shenvi-Dhume
Convener

Dr. Harip Khanapuri

Dr. Harip Khanapuri
Convener

Prof. Nilesh Borde
29/10/2024

Prof. Nilesh Borde
Vice-Dean (Academics)

Prof. Purva Hegde-Desai
30-10-24

Prof. Purva Hegde-Desai
Dean, Goa Business School





GOA UNIVERSITY
GOA BUSINESS SCHOOL

ORGANIZING

DIGITAL MARKETING



Guest Speaker
Mr. Sanjay Sinha
(Founder & CEO of Nexzenpro
School Of Digital Media)

OBJECTIVES

WEBSITE CREATION



SEARCH ENGINE OPTIMIZATION



GOOGLE ANALYTICS IMPLEMENTATION



DATA UTILIZATION



SCAN TO PRE-REGISTER



THURSDAY
17 OCTOBER 2024
10 AM TO 5 PM

FRIDAY
18 OCTOBER 2024
10 AM TO 5 PM



VENUE: GOA BUSINESS SCHOOL

CONVENERS

DR. HARIP KHANAPURI
+91 99219 95115

DR. POURNIMA DHUME
+91 99239 58235

Attendance for the Digital Marketing workshop

Date: 17th Oct 2024

Sr.	Name	Morning Session	Afternoon Session	Discipline
1	Omkar Mhamal		A	MCA I
2	Laxmi Chai	Chai	A	MCA I
3	Piya Jalni		A	MCA I
4	Nishita Naik		A	MCA I
5	Sushmita Gupta			MCA I
6	Rahul Bicholkar			MCA I
7	Altaz Khan		A	MBA-I
8	Ajwala Mahato			MBA-FS II
9	Hemangi Gawas			MBA-FS II
10	Shaeya Kamble			MBA-FS II
11	Jotiba Pavane			MBA-FS II
12	Yash Lakhari			MBA-FS II
13	Aerya P.			MBA-FS II
14	Saivinayak Parkar			MBA-FS II
15	Pratham Naik			MCA - I
16	Cassius Colaco			Msc DS II
17	Sahil Sawant			MSc DS II
18	Anuj Gawade			MSc DS II
19	H. FAYAZ			MSc DS II
20	ARIKET BARDKAR			MSc DS II
21	Joel Luis			MSc DS II
22	TEJAS MAITRI			MSc DS II
23	SOHAN MAYEKAR			MSc DS II
24	SHREYESH NAIK			MSc DS II
25	Aarti Shinde			MSc DS II
26	Gaurav Sawant			MSc DS II
27	Swirel Monteiro			MSc DS II
28	Giselle Fernandes			MSc DS II

Attendance for the Digital Marketing workshop
Date: 18th Oct 2024

Discipline

Sr.	Name	Morning Session	Afternoon Session	Discipline
1	GIRISH RAJENDRA PAWASHE	Girish	Girish	MBA-FS
2	Yash Lakhani	Yash	Yash	MBA-FS
3	Shreyas Kamble	Kamble	Kamble	MBA-FS
4	Hemangi Gawas	Gawas	Gawas	MBA-FS
5	Niyata Machato	Machato	Machato	MBA-FS II
6	Sahil Sawant	Sahil	Sahil	MSc DS II
7	SOHAN R MAYEKAR	Mayekar	Mayekar	MSc DS II
8	SHREYESH NAIK	Naik	Naik	MSc DS II
9	SAKIRAN YADU	Yadu	Yadu	MSc DS II
10	Aarti shinde	Shinde	Shinde	MSc DS II
11	Gaurav Sawant	Sawant	Sawant	MSc DS II
12	Giselle Fernandes	Fernandes	Fernandes	MSc. DS II
13	Jaal Luis	J Luis	J Luis	MSc. DS II
14	Nigali Madjoka	Madjoka	Madjoka	MSc. DS II
15	Aya. P	Aya P	Aya P	MBA-FS II
16	Saijnay Saivinayak Parker	Parker	Parker	MBA-FS II
17	Swizel Montenegro	Montenegro	Montenegro	MSc DS II
18	H. FAYAZ	Fayaz	Fayaz	MSc DS II
19	TEJAS MAITRI	Maitri	Maitri	MSc DS II
20	Cassius Colaco	Colaco	Colaco	MSc DS II
21	Anay Gawade	Gawade	Gawade	MSc DS II
22	Aniket Berdekar	Berdekar	Berdekar	MSc DS II
23				
24				
25				
26	Shivane 19/10/2024.			
27				
28				

(Signature)
19/10/2024

29	Saikhan Yachu	Yachu	Yachu	MSc DS II
30	Ratna S. Mandre	Mandre	A	MSc AI (II)
31	Shreya B. Gawli	Gawli	A	MSc AI (II)
32	Samruddhi N. Kadam	Kadam	A	MCA (I)
33	Rohan Dawajna	Dawajna	A	MCA (I)
34	Swarit Rinankar	Rinankar	A	MCA (I)
35	Danket Nagvekar	Danket	A	MCA (I)
36	Sarvesh Shetkar	Shetkar	Shetkar	MSc AI (II)
37	Niyati Madgokar	Madgokar	Madgokar	MSc DS (II)
38	Aarti Shinde	Shinde	Shinde	MSc DS (II)
39	Gaurav Sawant	Sawant	Sawant	MSc DS (II)
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45	Shruti 14/10/2024	Shruti 19/10/2024		
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Profile of the Resource Person:

Sanjay Sinha

An accomplished advertising and marketing professional, Shri. Sanjay Sinha has 28 years of experience across strategic planning, integrated advertising, creative development, media planning and buying, digital marketing, sales promotion, market research analysis, client relationship management, and P&L responsibilities. He has rich industry experience with reputed firms including Gillette, Global Tele-Systems, Dainik Bhaskar, Cybermedia India Ltd., & IT Nation. He has successfully collaborated with numerous national and international brands, delivering unique solutions tailored to each. Shri. Sinha is a renowned digital marketing trainer, associated with Bharatiya Vidya Bhavan, NSIC (Govt. of India Enterprise), and IITTM, imparting knowledge that has significantly benefited many students now thriving in the digital industry. He has been credited for giving the many firsts to the country like: Indiaretailing.com – India's first and most comprehensive retail industry information portal; CIOL.com – India's most exhaustive and trusted B2B Information Technology Portal, and Bhaskar.com: The Hindi news portal by DB Corp Limited which under his leadership became India's largest news website with over 330 million page views per month. He has lead, managed and involved with several other reputed projects including Paathshaala of MHRD, Govt. of India, Bangalore IT.Com, National e-Governance Summit, E-Crime, IT Pavillion @IITF, and Brainwash to name a few.

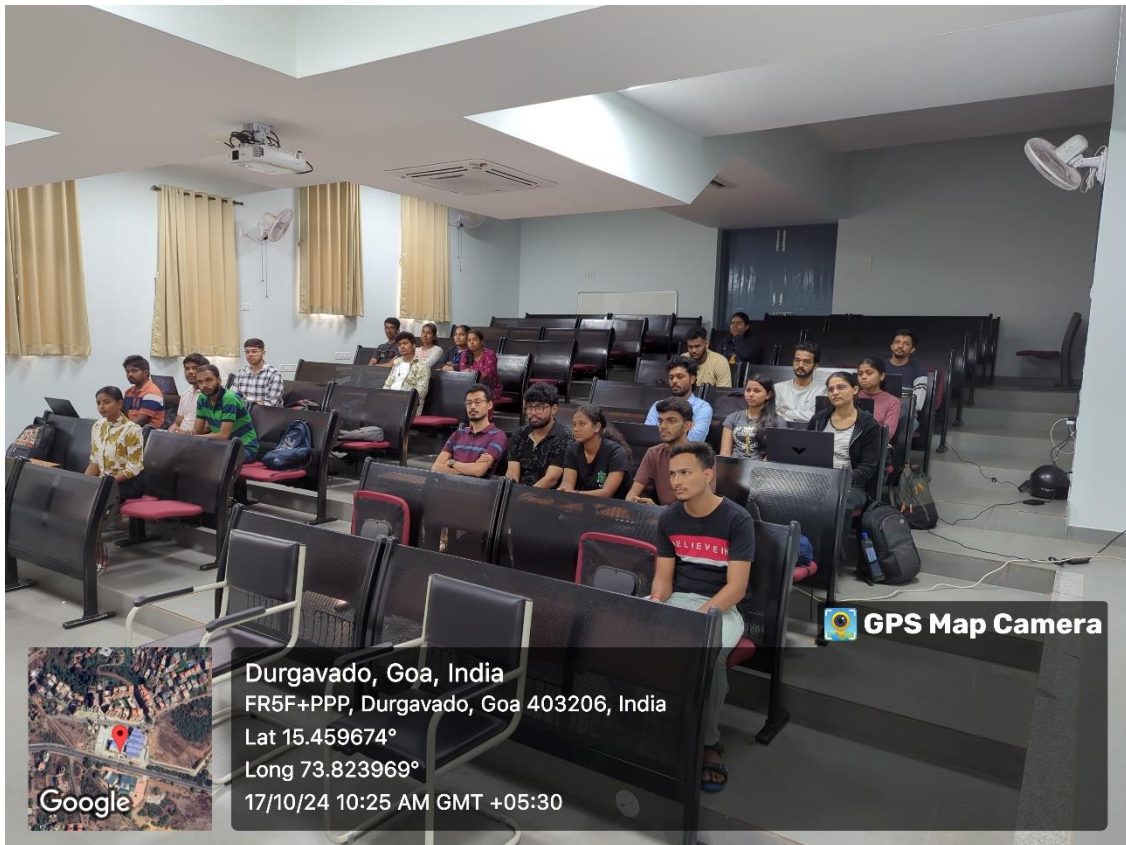




 GPS Map Camera



Durgavado, Goa, India
FR5F+PPP, Durgavado, Goa 403206, India
Lat 15.459674°
Long 73.823969°
17/10/24 10:25 AM GMT +05:30



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