

**Program Report**  
**(1 June 2020- 31 May 2021)**  
**Digital Marketing Awareness Programme**  
**October 9, 2023**

SI No		
1	Name of the Program	Digital marketing awareness programme
2	Online/Offline	Online
3	Date	09-10-2023
4	Time	2:00PM - 3:00PM
5	Organised by	IQAC , Dept. of Business Administration & Commerce
6	Resource person/persons	Brahmadas R I, Suneesh Sharma
7	Coordinator/convenor	Betna Rodrigues, Febin George
8	Organising Committee	Dept of Business Administration & Commerce
9	Financial Assistance	Nil
10	No of students participated	87
11	No of Faculty Participated	02
12	Public Participation (if any)	Nil
13	Detailed Report	<p style="text-align: center;">The Commerce and the Business Administration Department of The Cochin College,Kochi organised a seminar on the topic 'Digital Marketing' on 9th October,2023 in seminar hall. The resource persons were Mr.Brahmadas R I, Director, Digital marketing Softloom I T Solutions and Mr.Suneesh Sharma, Director, Training and Development Softloom IT Solutions . Opening remarks and the introduction of the programme was given by Mr.Brahmadas R I . He highlighted the application and requirments of digital marketing in this era. He emphasized the need of taking experiments in digital marketing among college students.The keynote address was given by</p>

		<p>Mr.Suneesh Sharma. He shared his experience in this field and gave several examples of digital marketing trends and it's effects. The programme wrap up around 3:00PM.</p>
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Paste brochure, geo tagged photos with footnotes and attendance of the program in the following pages



**THE COCHIN COLLEGE**  
 AFFILIATED TO M.G. UNIVERSITY, KOTTAYAM  
 RE-ACCREDITED B+ GRADE BY NAAC

**ORGANISED BY:**

IQAC & DEPT OF BUSINESS ADMINISTRATION (SF)  
 DEPT. OF COMMERCE (SF)

**DIGITAL MARKETING AWARENESS PROGRAM**

-SOFTLOOM IT SOLUTIONS-



**BRAHMADAS R I**  
 Director, Digital marketing  
 Softloom IT Solutions



**SUNEESH SHARMA**  
 Director, Training & Development  
 Softloom IT Solutions

**09-10-2023**

**2:00PM-3:00PM**

**Chief Patron:** Sir. Thomas J Vayalath  
 (Manager The Cochin College, Kochi)

**Principal:** Dr. M. Geetha

**Academic Head:** Dr. Meera Menon

**Co-ordinators:** Betna Rodrigues, Febin George