Digital Marketing Webinar

Online webinar on digital marketing conducted by CSI on Google Meet

Date:	16/08/2020	Platform:	Google Meet
Time:	12 P.M Onwards	Total Attendance:	26

Computer Society Of Indian organized a online webinar on Digital Marketing. This webinar was given by Akhil Manchanda. The objective of the webinar was to make students aware of a new career track i.e. Digital Marketing.

Introducing a new field to the students that they can continue in the future. Making them aware of social media marketing, search engine optimization, and marketing so that they can have the maximum output. Guiding them to take it to the next step i.e. learn how to use the various tools from different platforms like Udemy and Coursera, which will be beneficial in the future.

Students took active participation and got their queries resolved. Now they have a different perspective towards the concept and can opt for Digital Marketing as a profession.

Organisers list

S.No.	Name	Year/Branch	U.R.N
1	Rushant Narula	D3 CSE	1805218
2	Raghav Bansal	D3 CSE	1805212
3	Aman Chauhan	D3 CSE	1805158
4	Chirag Mahajan	D3 CSE	1805954

Participant list

S.No.	Name	Branch	Year	URN	Contact
1	Pooja Rani	CSE	D3	1905839	8728998033
2	Simrath Kaur	IT	D3	1805561	8779826559
3	Jahnavi Singh	CSE	D2	1905795	7973653262
4	Ravi Shankar kumar	CSE	D2	1805216	9155100216
5	Kanchan	CSE	D3	1905071	8544938060
6	Amandeep Kaur	CSE	D3	1905066	8146071525
7	Sukhjinder Singh	ECE	D3	1805460	9041971969
8	Rajat Kumar	CSE	D3	1805214	9122895984
9	JAIDEEP SINGH	IT	D3	1905422	7986911126
10	Amrit Pal Singh	CSE	D3	1805947	7017931068
11	Rohan Kumar Rohnish	CE	D3	1805095	9570931005
12	Rajat Singh Chauhan	IT	D3	1805544	9517700161
13	Rahul Kumar Chaudhary	ECE	D3	1805437	9417178147
14	Sehjalpreet Kaur	CSE	D3	1805224	6283504575
15	Komal Kumari	CSE	D2	1905799	6203507993

Participant list

S.No.	Name	Branch	Year	URN	Contact
16	Raunaq singh dev	CSE	D3	1805215	9592770979
17	Anurag Thakur	CSE	D3	1805948	9780640906
18	Jaideep Singh	CSE	D3	1805186	8437581852
19	Tanisha Gupta	IT	D3	1805461	9592578229
20	Saurashtra Kashyap	ECE	D3	1805448	9501693549
21	Vishakha	CSE	D3	1805244	8725027107
22	Saurav Kumar	ECE	D3	1805450	9521207640
23	Geetika	CSE	D2	1905786	9888933763
24	Jaspreet kaur	CSE	D3	1905070	7986278290
25	Ritik Chaudhary	EE	D2	1905141	8299102812
26	Prakhar	CSE	D3	1805978	7347231680

➢ Program Outcomes (PO)

1. **Engineering knowledge**: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis**: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions**: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
5. **Modern tool usage**: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society**: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability**: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics**: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

9. **Individual and team work**: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

10. **Communication**: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

11. **Project management and finance**: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

12. **Life-long learning**: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

➢ Program Specific Outcomes (PSO)

PSO1: Graduate will be able to apply theoretical and practical knowledge of computer science for developing software solutions to the real time problems.

PSO2: Graduate will be able to apply and demonstrate the acquired knowledge of emerging trends and contemporary technologies in the field of computer science and engineering.

➤ Impact

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