



RajaRajeswari College of Engineering
(An Autonomous Institution, Affiliated Visvesvaraya Technological University, Belagavi ,
Approved by AICTE, UGC &GoK, Accredited by ISO 9001-2015 Certified Institution)
Sponsored by: MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST



Department of Management Studies & RRIIC

Workshop on

“Innovative Marketing Strategies for a Start up Company”

Topic: Innovative Marketing Strategies for a Start up Company

Date: 7.10.2024 Monday

Time: 1.30 P.M. to 3.30 P.M.

Resource Person:

Mr Nitin Awasthi

R & D Specialist,

APSYS Solutions, Bengaluru.

Programme Objective : To provide a hands on session on “Innovative Marketing Strategies for a Start up Company”

Program Outcome

Entrepreneurship education has the potential to develop students’ competencies, knowledge and skills to confidently act on opportunities, address issues and solve problems that have arisen in their communities. Resource Person has delivered the importance of innovative marketing strategies include new age and digital marketing fundamentals and hands on session on how a marketing strategy will be useful for the start up company to get its first 100 customers.

Target audience: 48 students of MBA Dept. & 7 faculty members

Number of Audience: 92 Participants.

Organizing Committee :

Dr R. Balakrishna, Principal

Dr.J.Amutharaj, Vice Principal & HoD – ISE & President - RRIIC

Dr.S.Usha, Dean (R&I) & HoD – CSE & Vice President - RRIIC

Dr.C.Ramesh, HoD- Mech. Engg., & Convener – RRIIC

Dr. Lakshmi B L, Professor and Head – M.B.A. Dept.

Ms. Deepika N, Asst. Professor, M.B.A. Dept.



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Department of Management Studies & **RRIC**

Event Poster



Rajarajeswari College of Engineering

An Autonomous Institution

Affiliated to VTU, Approved by AICTE, UGC & Govt. of Karnataka

Department of MBA

(Master of Business Administration)

A Workshop Program on

'Innovative Marketing Strategies
for Start up company'



Resource Person

Mr. Nitin Awasthi

R & D Specialist - APSIS Solutions



Monday

7th October 2024



Start From

01:30 pm to 03:00 pm

Venue:

Chanakya Seminal Hall, 6th Floor
RRCE

Dr. Lakshmi B.L.
HOD - Dept. of MBA

Dr. Amutharaj
Vice Principal - RRCE

Dr. Balakrishna R
Principal, RRCE



CONTACT US

CET CODE - E145 COMEDK - E099 PGCET CODE - T858
PGCET CODE - C464 PGCET CODE - B253



9008845678



www.rrce.org



admission@rrce.org



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

Event Photos



Students interaction during the Workshop Session on “Innovative Marketing Strategies for Start up Company” conducted for M.B.A. students

Event Photos



Students' interaction during the Workshop Session on “Innovative Marketing Strategies for Start up Company” conducted for M.B.A. students



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Department of Management Studies

Date: 07/10/2024

Attendance for

Work shop on Marketing Strategy and Internship Opportunities

Sl No	USN	Student Name	Sign
1	1RR23BA001	Adarsh B L	Adarsh B.L
2	1RR23BA002	Akul G T	Akul
3	1RR23BA003	Ankitha G	Ankitha
4	1RR23BA004	Balaram S Hirekurubar	Balaram
5	1RR23BA005	Bhavana A	Bhavana
6	1RR23BA006	Brunda P	Brunda
7	1RR23BA007	Chaithra D M	Chaithra
8	1RR23BA008	Chandan S	Chandana
9	1RR23BA009	Chethana M K	Chethana M.K
10	1RR23BA010	Darpan Banakar	AD
11	1RR23BA011	Deekshitha M R	Deekshitha
12	1RR23BA012	Deepak K	Deepak
13	1RR23BA013	Deepashree S	Deepashree S.
14	1RR23BA014	Deepika S V	Deepika S V
15	1RR23BA015	Deepika V	Deepika
16	1RR23BA016	Dheeraj G J	Dheeraj
17	1RR23BA017	Dileep K	Dileep
18	1RR23BA018	Dundhubhi M	Dundhubhi M
19	1RR23BA019	Gagana M	AD
20	1RR23BA020	Gayathri M	Gayathri M
21	1RR23BA021	Gayatri	Gayatri
22	1RR23BA022	Girish J	Girish J
23	1RR23BA023	Girish K V	Girish K.V
24	1RR23BA024	Govindaraju C T	Govindaraju
25	1RR23BA025	Gowthami R	Gowthami
26	1RR23BA026	Hamsavardini R	Hamsavardini



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27	IRR23BA077	Santhosh Kumar B	Santhosh Kumar
28	IRR23BA078	Satisha	Satisha
29	IRR23BA079	Sharanya Priya K S	Sharanya
30	IRR23BA080	Shivakumar B	Shiv
31	IRR23BA081	Shivaprasad M	Shiv
32	IRR23BA082	Shivaranjini N	Shivaranjini N
33	IRR23BA083	Shreelakshmi	Shreelakshmi
34	IRR23BA084	Siddu P	Siddu P
35	IRR23BA085	Spoorthi S	Spoorthi
36	IRR23BA086	Sri Chaitanya B L	Chaitanya
37	IRR23BA087	Suchithra S	AB
38	IRR23BA088	Suhas K J	Suhas
39	IRR23BA089	Suhas S	Suhas
40	IRR23BA091	Surya M P	Surya
41	IRR23BA092	Sushma Patil	Sushma
42	IRR23BA093	Sushma Ravindra Nayak	Sushma
43	IRR23BA094	Tanushree K	Tanushree
44	IRR23BA095	Tejaswini M A	Tejaswini
45	IRR23BA096	Tejeshkumar R	Tejeshkumar R
46	IRR23BA097	V M Suchitra	Suchitra
47	IRR23BA098	Varshitha N	Varshitha
48	IRR23BA099	Vijay Kumar V	Vijay
49	IRR23BA100	Vivek S Naik	Vivek
50	IRR23BA101	Yashaswini S J	Yashaswini

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