



**NEW HORIZON COLLEGE OF ENGINEERING**

**Alumni Talk  
on  
“DIGITAL MARKETING AND SALES”**

**Organized  
by the  
Department of MCA**

**Date:** 27th January 2025

**Venue:** Tejas Seminar Hall

**Brief Description of the Event**

The Department of MCA successfully organized the Alumni talk on “Digital Marketing and Sales” aimed at exploring the latest trends, strategies, and tools in Online Marketing and Sales. It brings together Industry Experts, Business Leaders, and Marketing Professionals to discuss topics such as SEO, Social Media Marketing, Content Marketing, Email Campaigns, Lead Generation, and Sales Conversion Strategies.

**Introduction of the Resource Person**

Mr. Prathik P, a Senior Sales & Marketing Executive at No Broker Technology Pvt. Ltd., Bangalore. He is an alumnus of the 2017-2020 MCA batch of the institution.

**Content Delivery by the Resource Person**

**Key Discussion Points**

During the session, Mr. Prathik P shared his insights on:

- Fundamentals of Digital Marketing – SEO, SEM, and Social Media Strategies.

- Sales Strategies in the Digital Era – How digital tools enhance sales performance.
- Industry Trends – Evolving landscape of digital marketing and its role in business.
- Career Opportunities – Skills required to excel in the digital marketing field.
- Case Studies and Real-World Applications – Practical examples from his professional experience.

### **Student Engagement and Takeaways**

The session was highly interactive, with students actively participating in discussions.

The talk provided practical knowledge and industry insights, helping students understand the latest trends in Digital Marketing and Sales.

Mr. Prathik emphasized the importance of upskilling in areas like Google Ads, Social Media Marketing, and Analytics Tools.

**No of Participants: 55**

### **PHOTOGRAPHS**





## POSTER

**NEW HORIZON**  
COLLEGE OF ENGINEERING

Alumni Association | Department of Master of Computer Applications

### Alumni Talk

# Digital Marketing and Sales

 27 January 2025

 09:00 AM - 11:00 AM

 Tejas Seminar Hall

 3<sup>rd</sup> Sem Students

Faculty Coordinator  
**Prof. Jincy C Mathew**  
Sr. Assistant Professor

Convenor  
**Dr. Asha V**  
Professor & Head - MCA

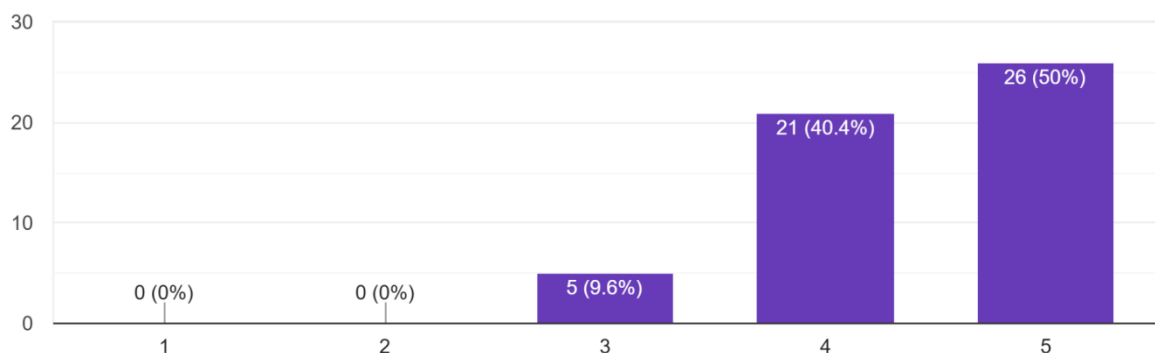


**Mr. Prathik P**  
Senior Sales & Marketing Executive,  
No Broker Technology Pvt Ltd., Bangalore  
Alumni Batch: 2017-2020

## FEEDBACK

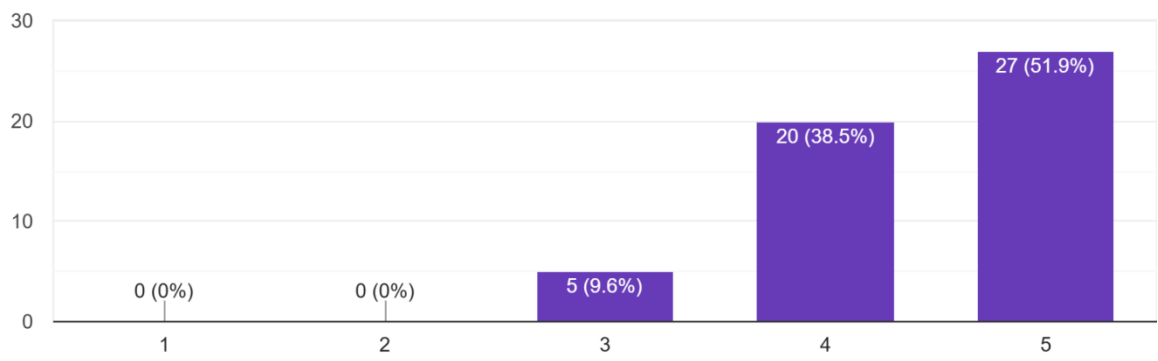
### Quality of the training content

52 responses



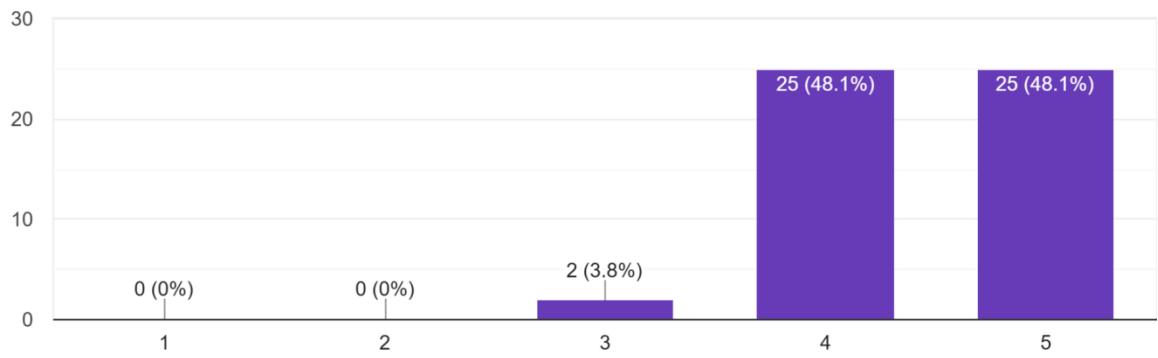
### Clarity of the presentation.

52 responses



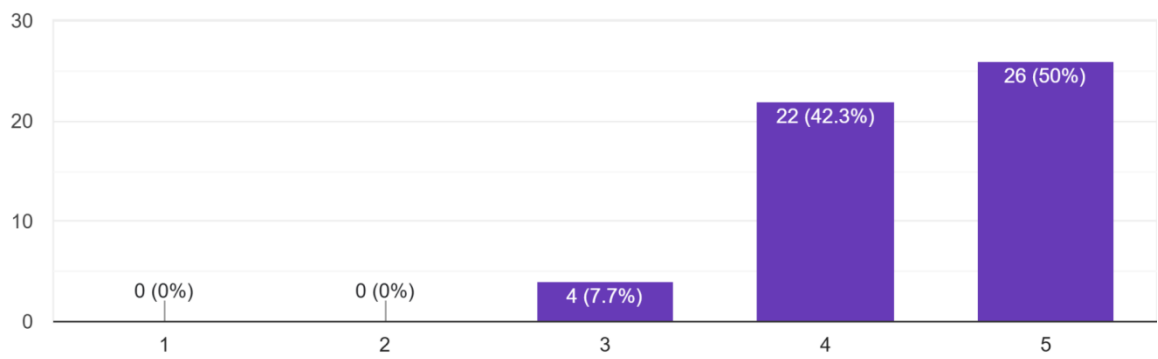
### Effectiveness of the examples depicted during the session.

52 responses



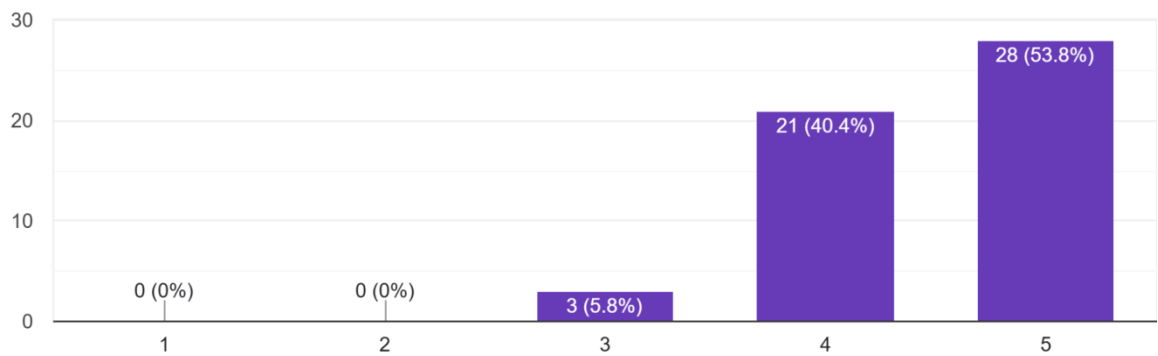
### Achievement level in understanding the topics

52 responses



### How relevant was the content of the session to your course or academic interests?

52 responses



# ATTENDANCE :

ALUMNI TALK- DIGITAL MARKETING & SALES

DATED: 27-01-2025



ALUMNI TALK- DIGITAL MARKETING & SALES  
A.Y. 2024-25

RESOURCE PERSON: Mr. Prathik, Senior Sales & Marketing Executive, No Braker Technologies Pvt Ltd.,  
Bangalore

VENUE: Tejas Seminar Hall

DATE: 27-01-2025

TIME: 9:00 AM to 11:00 PM

FACULTY COORDINATOR: Prof. Jincy C Mathew

CONVENOR: Dr. V Asha

SERIAL NO	USN NO	NAME	SIGNATURES
1.	INH23MC061	Hemanth K	Hemanth
2.	INH23MC062	Himavardhan R	Himavardhan
3.	INH23MC065	Jeevan R	Jeevan
4.	INH23MC066	K.T. Dinesha	Dinesha
5.	INH23MC068	Kalluri Masthan	Masthan
6.	INH23MC072	Kinan M Shet	Kinan
7.	INH23MC076	Krutika.V	Krutika.V
8.	INH23MC079	Maheshwar Reddy	M. Reddy
9.	INH23MC085	Madhu. R	Madhu
10.	INH23MC086	Manjunatha	Manjunatha
11.	INH23MC087	Manoj Kumar S	Manoj
12.	INH23MC088	Manoj. S	M.S.
13.	INH23MC090	Mirza Hargis	Mirza
14.	INH23MC091	Mohamed Rizwan	M. Rizwan



15.	INH23MC092	Monika Kumari	Monika Kumari
16.	INH23MC094	Mrunu Kumar Yadav	Mrunu Kumar
17.	INH23MC095	Mora Sivani	Morashivani
18.	INH23MC096	Mrutunjay Sahoo	Mrutunjay Sahoo
19.	INH23MC097	N KRUTHIKA	N Kruthika
20.	INH23MC098	Narasimharaju HR	NHR
21.	INH23099	Niranth Bharadaj	Niranth
22.	INH23MC100	Nishi Singh	Nishishigh
23.	INH23MC101	Pallavi S	Pallavi
24.	INH23MC102	Panki Ban E	P. S
25.	INH23MC103	Pavan. S. Reddy	P.S. Reddy
26.	INH23MC105	Pooja mangani	Pooja
27.	INH23MC108	Prerav Dev	P. Dev
28.	INH23MC106	Pooja Vistal Bhargava	P.V. Bhargava
29.	INH23MC109	Pranjal utkesh	Pranjal
30.	INH23MC110	Pratham M Pand	Pratham
31.	INH23MC112	Ravi Kumar	R.K.
32.	INH23MC123	Rishi Jain	Rishi
33.	INH23MC125	Rishika K	Rishika
34.	INH23MC126	Rohith Chennayon	Rohith
35.	INH23MC128	Sahi Srinivasulu Reddy	S.S.S.
36.	INH23MC129	Sajal Sangappa	S.S. Sang
37.	INH23MC130	Sanjitha. N.S	N.S. Sanj
38.	INH23MC136	Shajith. A.S	Shajith
39.	INH23MC137	Shoma. M.U	Shoma
40.	INH23MC140	Shashwath Prasad	Shashwath



July  
EVENT COORDINATOR

15000 of our Department  
University of North Carolina  
with HARRISON COLLEGE OF ENGINEERING  
and Wood, Raleigh, North Carolina - 500-100

**Prof. JINCY C MATHEW**

**Dr. V. ASHA**