NEW HORIZON COLLEGE OF ENGINEERING

EXPERT TALK

on

Unlocking the Future:

Digital Marketing in the AI Era

organized by

The Department of MCA

Date: 24-05-2025

Venue: B308

Brief Description of the Event

The Expert Talk aimed to provide participants with insights into the evolving landscape of Digital Marketing powered by Artificial Intelligence (AI). The session focused on modern strategies, AI-driven tools, and best practices that are reshaping how businesses engage with their audiences in the digital space.

1. Introduction to AI in Digital Marketing

The speaker began by emphasizing the transformational impact of AI on Digital Marketing. Key topics included AI-powered customer segmentation, personalized content delivery, and predictive analytics. The discussion highlighted how Machine Learning and Automation are enhancing campaign effectiveness, improving customer engagement, and driving smarter decision-making in marketing strategies.

2. Participant Engagement

The session was highly interactive as participants were actively involved in discussions, and Q&A. The speaker shared current industry trends, case studies, and practical applications of AI in Marketing. Attendees posed questions regarding AI Tools, Data Privacy, and Campaign Automation, gaining valuable insights into real-world Marketing challenges and solutions.

3. Key Takeaways

• Understanding the role of AI in transforming Digital Marketing.

• Exposure to AI-driven tools for Automation and Customer Analysis.

• Insights into Personalized Marketing and data-driven decision making.

• Awareness of emerging trends and ethical considerations in AI Marketing.

4. Feedback and Outcome

Participants found the session engaging and forward-thinking, appreciating the clarity with which complex AI concepts were explained. Many participants expressed enthusiasm about integrating AI Tools into their Marketing efforts, and confidence in applying the strategies discussed to enhance campaign performance and ROI.

Activities Conducted

1. Expert Talk on AI-Driven Digital Marketing

• Discussion on AI Technologies and their applications in Marketing.

• Best practices for leveraging AI for customer targeting and content optimization.

• Overview of current tools and platforms used in AI-based Marketing campaigns.

2. Q&A Session

• Participant questions on AI Adoption, Ethical Implications, and Tool Selection were addressed.

• Exploration of real-world use cases and best practices for AI Integration in Digital Marketing strategies.

Number of Participants: 46

Winners (if any, for activities conducted): N/A

Guest Details: Ms. Pooja SS

Product Analyst

Stealth Startup, Bangalore

Photographs

Bengaluru, Karnataka, India
New Horizon College Of Engineering Vishveshwaraya Block, Kaverappa
Layout, Kadubeesanahalli, Kadabeesanahalli, Bengaluru, Karnataka
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Lat 12.934336° Long 77.693136°
24/05/2025 10:12 AM GMT +05:30

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New Horizon College Of Engineering Vishveshwaraya Block, Kaverappa Layout, Kadubeesanahalli, Kadabeesanahalli, Bengaluru, Karnataka 560103, India
Lat 12.93436° Long 77.693137°
24/05/2025 10:12 AM GMT +05:30

FACULTY COORDINATOR

Dr M T Vasumathi

HOD-MCA

Dr V.Asha

POSTER:

Students' Feedback

Quality of the Session content
44 responses
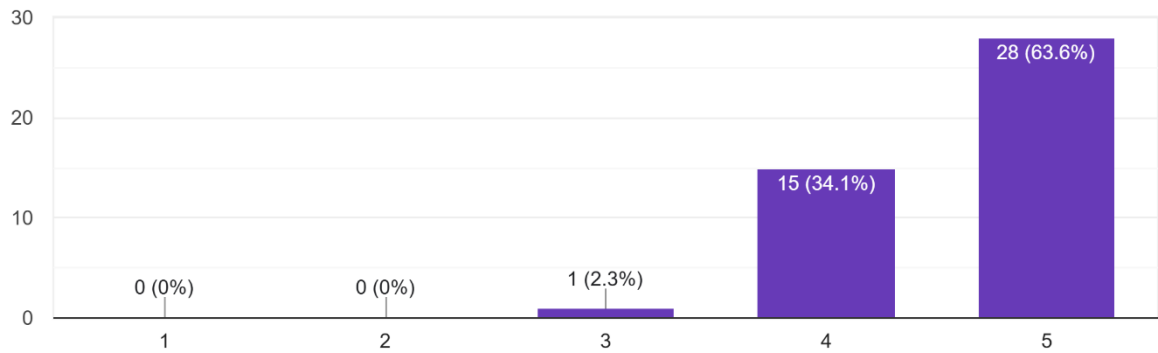
Clarity of the presentation.
44 responses
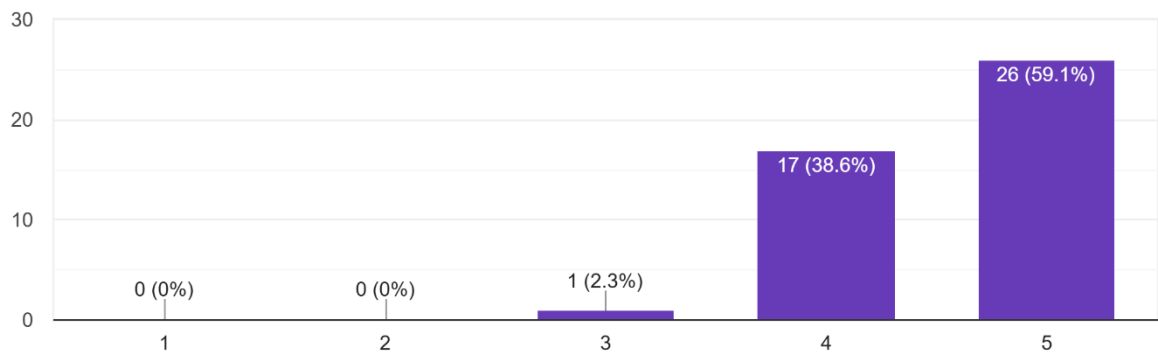
Quality of the training content
34 responses
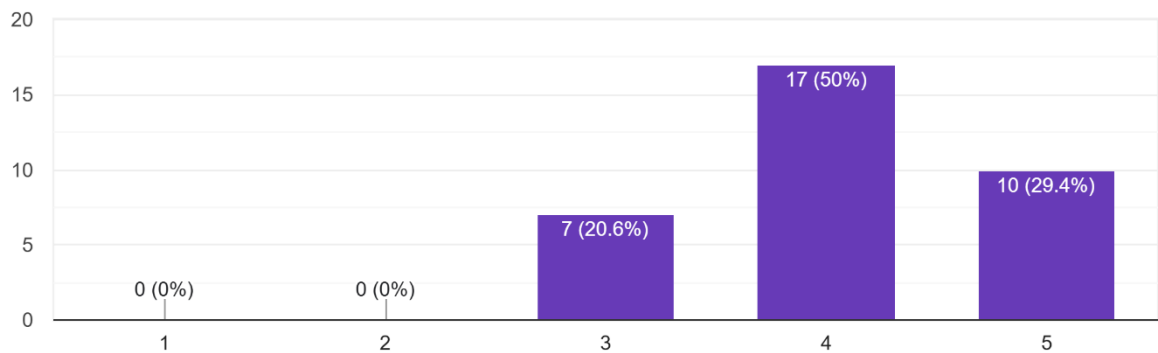
Clarity of the presentation.
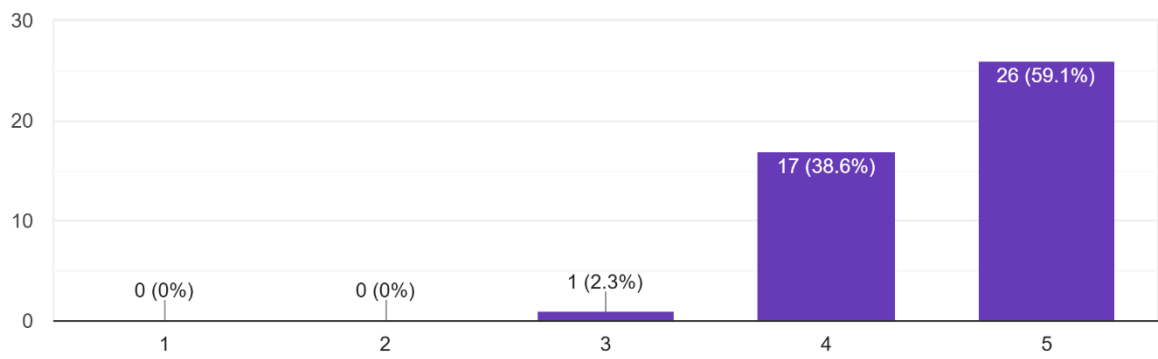
44 responses

Effectiveness of the examples depicted during the session.

44 responses
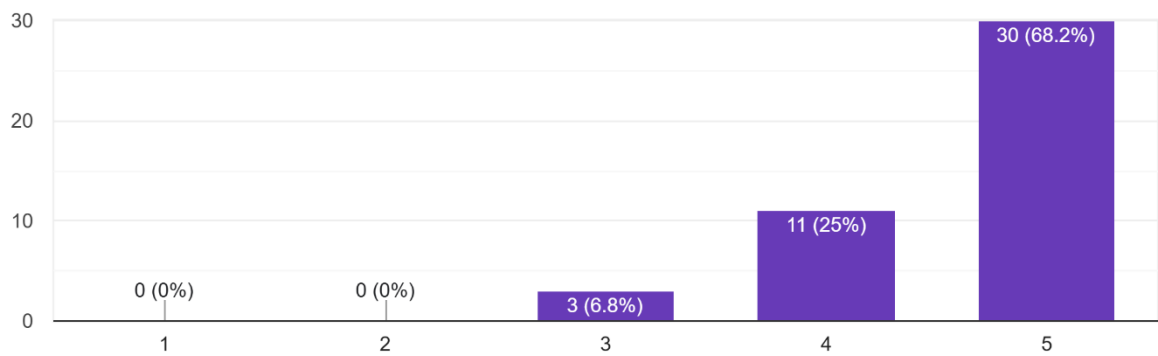
Level of achievements of topics in learning Backend Development.

44 responses
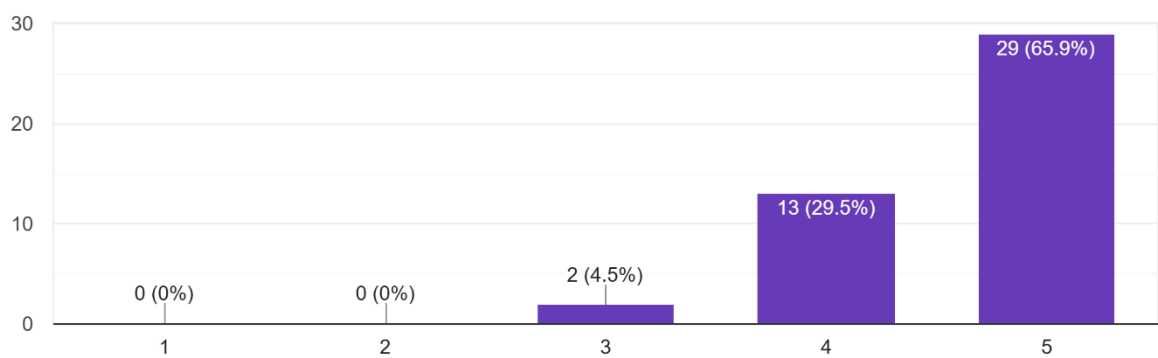
Rate the relevance of the topic to future study and work.

44 responses
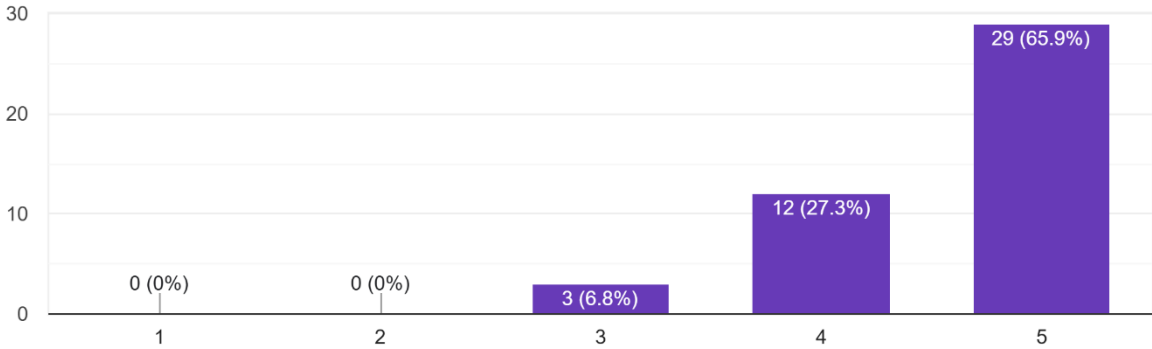
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COLLEGE OF ENGINEERING
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EXPERT TALK – Unlocking the Future

A Y 2024-25

Resource Person : Ms. Pooja S S
Venue : B308
Date : 24.05.2025
Time : 10:00 – 12:00
Faculty Coordinator : Dr. Vasumathi M T
Convenor : Dr. V. Asha
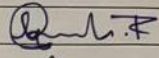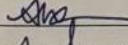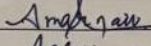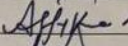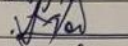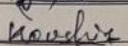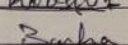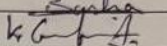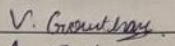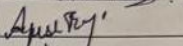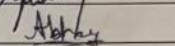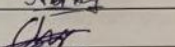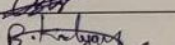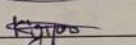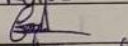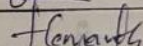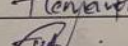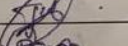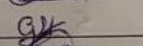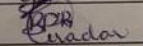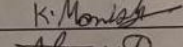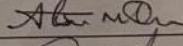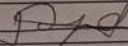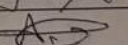
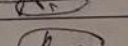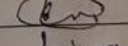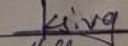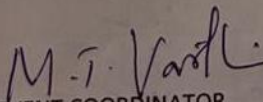| SI No.	USN	NAME	SIGNATURE
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2	INH23MC041	chaithra. O. G	C
3	INH23MC014	Amrutha. M	Amrutha
4	INH23MC028	Asnlathi. C. T	A
5	INH23MC144	Sneha. N	A
6	INH23MC125	Revathy. k	Pavi
7	INH23MC040	Chaithra. V	d
8	INH23MC025	Aoipitha MS	Aspeth MS
9	INH23MC015	Angel christina	christina
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13	INH23MC036	Bhavya M	Bhavyam
14	INH23MC032	Bhanurekha. N	Bha
15	INH23MC012	Amratha Devadiga	Amrutha
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17	INH23MC018	Anmol Gupta	A
18	INH23MC048	Dinesh. ks	D

19	1NH23MC055	Girish .R	
20	1NH23MC006	Ahsaan	
21	1NH23MC010	Amarnath	Amarnath
22	1NH23MC005	Afzal	Affika
23	1NH23MC094	Mony	
24	1NH23MC075	Koushik	Koushik
25	1NH23MC068	Basha	Basha
26	1NH23MC078	K.Gopi krishna	K.G.
27	1NH23MC065	V. Sai Growtham	V. Growtham
28	1NH23MC029	Ayush Ray	Ayu Ry
29	1NH23MC001	Abhay Aditya Sinha	Abhay
30	1NH23MC042	Chandan Rao N	Char
31	1NH23MC037	B.Kalyan kumar	B.Kalyan
32	1NH23MC072	Kiran.M.Shet	Kiroo
33	1NH23MC071	Kerthik T. Naik	
34	1NH23MC061	Hemanth. k	Hemanth
35	1NH23MC065	Jeevan	
36	1NH23MC030	Ralsheem	
37	1NH23MC054	Girish kular	GK
38	1NH23MC031	Basavaraj	Kuradov
39	1NH23MC093	Monish.k	K.Monish
40	1NH23MC027	Ashish M kumar	A
41	1NH23MC050	Durga Prasad RC	
42	1NH23MC002	Abhishek Roi	A
43	1NH23MC081	Latha U S	
44	1NH23MC069	L Sivanarayana Reddy	king
45	1NH23MC074	Kollusu Nithin	Nith
46	1NH23MC079	Maheswar Reddy	R.

M.T. Vaith.
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