

**CHRIST**

(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA

*Department of Commerce*

*Presents*

**SKILL DEVELOPMENT**

**WORKSHOP ON**

# DIGITAL MARKETING

**Insight on Digital Marketing  
and career opportunities**



CONTENT



TARGET



RESEARCH

SERVICE



WWW



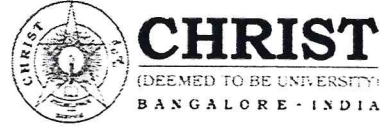
VIRAL

18/12/19

2pm - 4pm

@ Sky View, 10<sup>th</sup> Floor  
Central Block

*Christ University*  
Department of  
Commerce  
Bangalore



**CHRIST (DEEMED TO BE) UNIVERSITY, BENGALURU-29**

**DEPARTMENT OF COMMERCE**

**ACTIVITY/EVENT REPORT**

**ACADEMIC YEAR 2019-20**

PROGRAMME NAME	Workshop on Digital Marketing
DATE AND TIME	Date - 18/12/19 Time - 2pm to 4pm
VENUE	Sky View, Christ (Deemed to be University)
EVENT DESCRIPTION	Insight on Digital Marketing and career opportunities in the field of Digital Marketing.
TOPIC DETAILS	Digital Marketing , SEO &SEM , Social Media Marketing, ZRP sale, CRED Marketing case study.
PARTICIPATION DETAILS	The participants of the session were the students from second year B.Com Honours class and third year marketing major as tridents.
FACULTY INCHARGE	Mr. Krishna Prasath S
RESOURCE PERSON DETAILS	The event was conducted by Mr. Rishav Dubey, one of the Co-founders of Moshi Moshi, a marketing and advertising startup, on Digital Marketing.
NUMBER OF PARTICIPANTS	100-150 students actively participated in the session from the B. Com classes
REPRESENTATIVES FEEDBACK	The session was really interactive and students seemed to be interested in getting to know more about digital marketing and the future job opportunities in this field. Students were open to questions about the topic and other areas such as entrepreneurship, website development,

*Mr. Krishna Prasath S*  
CHRIST (Deemed to be University)  
Department of  
Commerce  
Bengaluru-29



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	<p>internships at Moshi Moshi and much more. Everyone gained valuable insights through the digital marketing session and gained various ideas on the same. However, students were very tired since it was an afternoon session. It was suggested that such sessions could be suitable if they were conducted in the morning. The participation was limited to students studying Marketing and it was proposed that further in future it can hold up a session on a much larger scale including more and more students across the campus. As the Guest gave his meaningful insights on his journey, he mentioned about how not just talent and intelligence but <b>human values</b> as well play equal importance in the success of any inception.</p>
<p>EVENT OUTCOME</p>	<p>The session was very insightful and helped students understand what goes behind the functions of a digital marketing concern and how it can be taken a career. Many misconceptions were also clarified and all the other information related to pursuing digital marketing were discussed. It helped students understand things better and amplified their existing knowledge on the same into a much broader version. Students were interested in teaming up with Moshi Moshi as well. They understood how Moshi Moshi itself operates and their marketing strategies. These were very interesting to know and resulted in accumulating a lot of new perspectives about digital marketing and its prospects. Various sides (Positive/Negative) of it were discussed and new dimensions were explored.</p>

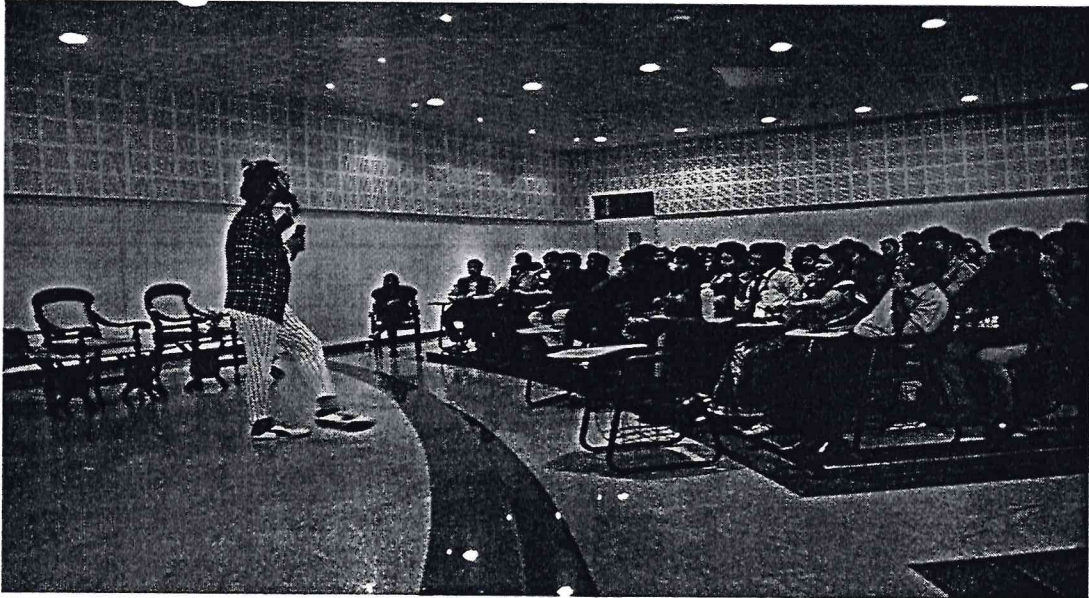
*Justin Vincent*





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## ATTACHMENTS



*Nothula Vincent*



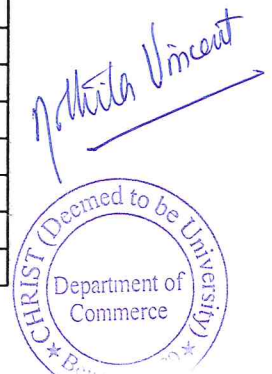
## CHRIST (DEEMED TO BE UNIVERSITY), BANGALORE - 29

## DEPARTMENT OF COMMERCE

## Workshop on Digital Marketing

## PARTICIPANT LIST

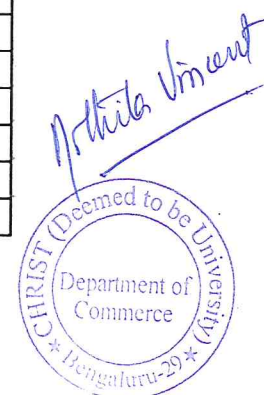
18/12/2019	
Roll No	Name
1711001	AAKASH AMRITE
1711002	ADITYA GHOSH
1711003	AKARSH KUMAR
1711005	ANKIT AMAR
1711006	ANSHUMAN NARULA
1711007	ARAVINDH BALACHANDRAN
1711008	AVICHAL SABERWAL
1711009	BEDANTA BIKASH NATH
1711010	DEVAANG CHAUDHRY
1711012	FAHIM ABUBACKER
1711013	GEORGE JOHN
1711014	HARSHVARDHAN AGARWAL
1711015	JACOB JOSE
1711016	JAIS JOSE
1711017	JOEL DINIC
1711018	KARTHIK HARIHARAN
1711019	KOVID KESHOTE
1711020	M SARATH KUMAR
1711021	MANMOHAN SURENDRA PAHWANI
1711022	MOHIT RAIKWAR
1711023	MUKUND SINGAL
1711024	NIKHIL CHAWLA
1711025	NILESH CHETWANI
1711026	PIYUSH CHHABRA
1711027	PRERIT PRAKASH
1711102	AJAY HARIKUMAR
1711103	AKASH GUPTA
1711104	ANCHIT TIWARI
1711105	ANMOL GULATI
1711106	ANUPAM KUMAR
1711107	ARNAB MOHANTY
1711108	AYUSH KUMAR SWARNKAR
1711111	DIVYANSH KAPOOR
1711112	FAIZAN NEYAZ
1711113	GOURAV DHONA
1711115	JAI KHETARPAL
1711116	JAY MAHESWARI
1711117	JOSEPH SUNIL ABRAHAM
1711118	KARTIKAY ANAND
1711119	LAKSHYA SANGTANI
1711121	MARK RONALD UCHIL
1711122	MUJURU TERENCE WEDZERA
1711123	MUNISH RAJESH KHAKKAR
1711124	NIKHIL J UKKEN
1711126	PRAFFUL AGARWAL



1711128	RAGHUNANDHAN R
1711129	RISHWANTH A V R
1711131	SAHIB SINGH AHLUWALIA
1711132	SARAL SINCHURI
1711135	SHRESHTH BHARGAVA
1711201	ADHIRAJ VISHWAM CHANDRA
1711202	AKARSH GUPTA
1711204	ANIKET KUMAR
1711205	ANOOP RAMACHANDRAN
1711206	ARAVIND BHASKAR
1711207	ASHWIN
1711209	CHAITANYA SANJAY AGRAWAL
1711210	DHAN RAJ JAGLAN
1711212	G NITHIN
1711213	HARIHARAN A
1711214	HIMESH RAMESH SHARDA
1711215	JAIDEEP JAIN
1711216	JERRIN ABRAHAM
1711217	KANISHK DUBEY
1711218	KEERTHI RAGUL L
1711219	LOHIT NARANG
1711220	MANAS MAMTANI
1711222	MUKUL PAUL
1711224	NIKHIL RAJ
1711225	NOBEL PAUL
1711226	PRAGADHEESH S
1711227	PUNNAM SATHVIK REDDY
1711229	RITESH TODI
1711230	RONY ANTONY
1711231	SAHIL MEHDIRATTA
1711301	ADITYA CHANDRA NARAYAN
1711303	AKHIL JAGAN PHILIPOSE
1711304	ANIRUDH ALEX VICTOR
1711305	ANSH CHHABRA
1711306	ARAVIND SURESH MULLAPPILLY
1711307	ATHUL RAJ AUGUSTINE
1711308	BALAMURUGAN G
1711309	DEBESH KUMAR EKKA
1711310	DHANESH KUMAR GUPTA
1711311	ELIAS SLEEBA
1711312	GAVANGA TAFADZWA L
1711313	HARSHIT KHANDELWAL
1711314	INDRANIL SARMA
1711315	JAIDEEP SINGH MIDHA
1711316	JITHIN KALESH BABU
1711317	KARAN SHUKLA
1711318	KEN KURUVILLA JACOB
1711319	M MEGANATH
1711321	MEEKAIL RASOOLI
1711322	MUKUND LADHA B



1711324	NILESH AGARWAL
1711325	PANKAJ GOSWAMI
1711327	RADIT PATHAK
1711328	RAHUL MALHOTRA
1711329	RITESH KUMAR
1611017	HARSHIT AGRAWAL
1611018	HITESH ISRANI
1611019	JOHN GEORGE FRANCIS
1611020	KARAN PARDAL
1611021	KAUSHIK AMRIT RAJ
1611022	KULBUSHAN AGGARWAL
1611024	MITTRABANDHU CHAWLA
1611026	NIDHISH GOYAL
1611027	PANKAJ KUMAR AGARWAL
1611028	PRANSHUL AGARWAL
1611144	YASH SHARMA
1611145	AASTHA BHATT
1611146	ADITI AGARWALLA
1611148	ANUSHYA P
1611150	GOPIKA V
1611151	JEENU ANN JACOB
1611152	KASHISH NATHANI
1611153	MANISHA JINDAL
1611154	POORVI JAIN
1611155	PRIYANKA DINESH
1611256	RASHI FALOR
1611258	SHREYA VYAS
1611259	SINGH DRISHTI VIRENDRA
1611260	TRESA MARY JOSHY
1611261	ATHULYA GEORGE
1611262	D SHANIL
1611264	TARSHISH KURIEN
1611266	JENSLIE GEORGE
1611267	SHREYA MAKAM
1611268	ALAN HOMES
1611378	VANDANA S
1611379	C P PRATHIKA
1611380	BHAMIDIPATI SRINIKETH
1611381	PRANEETH REDDY MUKKU
1611382	SAKETH R
1611383	SRIVATSA S
1611384	KAVYA D
1611385	SHANKAVARAM POOJA
1611386	THANVI L
1611387	SENTHIL VC A N
1611176	MARINA GEORGE
1611177	SAMEEKSHA ANANTHARAM
1611178	SWETHA ELIZABETH MATHEWS
1611179	NAMASYU GOWDA
1611180	PREETHA L



1611182	RAHUL KRISHNA M
1611184	BEESABATHUNI SONALI
1611186	SUHANI SIDDESH
1611188	KAVYA SRI B
1611189	MUTAMBU TENDAI DEADRY

*M. K. Vincent*





## Contact

[www.linkedin.com/in/rishav-dubey-6ab008102](http://www.linkedin.com/in/rishav-dubey-6ab008102) (LinkedIn)  
[moshimoshi.in](http://moshimoshi.in) (Company)

## Top Skills

Business Development  
Marketing  
Entrepreneurship

## Languages

Hindi  
English

# Rishav Dubey

Guess Who @Moshi Moshi | Entrepreneur | Marketer | Advertising Freak | Brand Consultant  
Bengaluru

## Summary

The Fool didn't know it was impossible so he did it #bethatfool

Entrepreneur for life.

Started my Entrepreneurship journey when I was 20 during college. Something about Marketing and Advertising excites me, You can literally do anything with zero ground rules. The Advertising industry has so much to offer and the communication challenges make you jump out of bed every morning...)

I love solving Marketing problems with simple Logical solutions. Most Entrepreneurs miss logic while solving complex business problems and that's what I bring on the table when I consult brands.

I am a

Marketer

Idea-Man

Dreamer

Advertising, Leadership, Decision making -Runs my day.

Biggest fool you will ever meet.

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## Experience

Moshi Moshi Media

Founder

April 2015 - Present (6 years 9 months)

Moshi Moshi - The Communication Company

Not just an ad agency or a creative agency, we are a Communication Company. Definitions are limiting (and boring). Just releasing ourselves from the shackles of these preset definitions, we are left in a world full of



possibilities. Our creative minds are unleashed. And this lets us take up challenges without fearing limitations.

That's who we are: Founded in 2014, Moshi Moshi is a young, creative, gutsy and committed communication company that wants it's clients to always Expect the EXTRA from it.

Tata Steel  
Summer Internship  
May 2014 - July 2014 (3 months)

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## Education

Christ University, Bangalore  
Bachelor's Degree, Accounting and Finance - (2012 - 2015)

N.H.E.S  
Intermedia/Multimedia - (1997)

