



**Dayananda Sagar College of Arts, Science, and
Commerce**

Department of - BBA

Under the guidance of IQAC

Organises

**Student Immersion Session On "Digital Marketing Strategies
for Real-World Business Growth"**

Report of the Event Conducted




Department*: BBA

Date of Report: 9-05-2026

Sl. No.	Particulars	Event related Details		
1.	Event*	Student Immersion Session – MBA Student of DSCASC to II Semester BBA Students DSCASC		
2.	Title of the Event	Student Immersion Session On "Digital Marketing Strategies for Real-World Business Growth"		
3.	Date of Conduction	7 th May 2026	4.	
5.	Venue	Room No : 212		
6.	Resource Person 1 Details (Profile to be enclosed)	Name: K P Aheesh Organisation: ORZO Media Designation: Co-Founder & Business Development Director Mobile No: 9347885681 Email ID: kpaheesh35@gmail.com		
7.	Topics Covered	Gamification and Game based Learning		
8.	Resource Person 2 Details (Profile to be enclosed)	Name	NA	Organization
		Designation		Specialization
		Mobile No.		Email ID
9.	Topics Covered	Basics of Digital Marketing, Digital Marketing Channels and Strategies, Practical Applications, Marketing Process, Career Opportunities, and Industry Insights.		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	3	External: NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	50	External: NIL
12.	Faculty Coordinator/s	Full Name: Prof. Ashwini Seshadri, Dr. Suplab Kanti Poddar & Dr. Sudarshan S		
13.	Student Coordinator/s	Full Name: Swastika, Prateeksha, Lochan, Govindraj, Madhusudan & Dhanvi		
14.	Total Expenditure (Details to be enclosed)	Rs 687/-	15	Sponsors and Amount (if any)
16.	Agenda of the Event (Attach a copy)		17.	Provide the link of the report uploaded on College Website
18.	Social Media Links (Provide the links of the report uploaded on Social Media)		19.	Report sent to Newspapers? If yes, provide cuttings/images:
20.	Certificates Printed? (Attach a copy**)	No	21.	Feedback Collected? (Attach a copy**)
22.	Attendance Sheet Attached? #	yes	23	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)

Sl. No.	Particulars	Event related Details
24.	Summary of the Event (Around 100 words)	<p>BBA Department of Dayananda Sagar College of Arts, Science and Commerce successfully organized a <i>Student Immersion Session</i> on, "Digital Marketing Strategies for Real World Business Growth" on 7th May 2026.</p> <p>The session was delivered by K P Aheesh, first year MBA Student of DSCASC, who shared valuable industry-oriented insights and practical knowledge on the dynamic field of digital marketing.</p> <p>The session covered key topics including Basics of Digital Marketing, Digital Marketing Channels and Strategies, Practical Applications, Marketing Process, Career Opportunities, and Industry Insights. Through interactive discussions and real-world examples, students gained a deeper understanding of how digital marketing drives modern business growth and creates emerging career opportunities.</p> <p>The session was highly informative, engaging, and inspiring for the students, encouraging them to explore innovative marketing practices and industry trends.</p>


Event Coordinator


HOD - BBA


IQAC Coordinator


Principal

Poster of the Event

Dayananda Sagar College of Arts, Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE



Department of Management - BBA (UG)

Organises

Student Immersion Session

On

"Digital Marketing Strategies For Real - World Business Growth"

For all BBA Students



KP Aheesh

Professional | Strategies | Entrepreneur
Co-Founder & Business Development Director

 7 May, 2026

 2:00pm

 Room No. 212

Organising committee

Prof. Ashwini Seshadri, Dr. Suprabh Kanti Poddar & Dr. Sudhakar S

Faculty | HOD | IQAC Coordinator | Vice Principal | Principal



Digital Marketing strategies for real world Business growth, This session was & very interactive and. Sir KP Aheesh has taught us so much about digital marketing He made us clearly understand how the real world business works, We got lot of ideas about the marketing strategies. Overall the session was very interesting.

Sanvita Naik

UO3CJ2SM0053

BBA, 1st year

2nd sem, 'C'-section



The program was great! I really appreciated how the speaker simplified the core concepts of Digital marketing. He perfectly introduced us to the world of digital marketing, especially the clear and simple explanation of various types of Digital marketing strategies. Therefore it was clear, practical and great use of time. Brilliant program, very well presented.

PURENDER PATEL
IInd sem BBA (C)
U03EJ25M0090



**DAYANANDA SAGAR COLLEGE OF ARTS,
SCIENCE AND COMMERCE**

Kumaraswamy Layout, Bangalore - 560111
(Affiliated to Bangalore University, Approved by AICTE, NAAC
Accredited)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education, Government of India)

Internal Quality Assurance Cell

Name of the Activity: Digital Marketing Strategies for Real World Business Growth - Student Immersion Session

Department: BBA

Date: 7/05/2026


Time: 2 pm - 3 pm

Sr.	Student Name	Reg.No	Department	Signature
1	Abhishek Nagar	U03CJR4M0075	BBA IV 2nd sem	
2	Govindraj.B	0008	BBA A 2nd sem	
3	D. Lochan	0052	BBA A 2nd sem	
4	Saad Naseem	0095	BBA C 2nd sem	
5	Revanthi P.S	0039	BBA C	
6	Shaban Ahmed	0120	BBA C	
7	Shubham Savara	0145	BBA A	
8	Shivaraj - P.S	0022	BBA C	
9	Punath Kumar	0033	BBA C	
10	PURENDER PATEL	0090	BBA (C)	
11	Praveenkumar	0169	BBA (C)	
12	Shubham B.V	U03WJ5M0159	BBA A	
13	Dhanya Swaroop.N	0079	BBA A	
14	Bharith.V	65	BBA A	
15	Devansh kumar Singh	0090	BBA A	
16	Gaurav Kanungo	0019	BBA A	
17	Angan Chandra	0073	BBA A 4th sem	
18	Alok raj	0096	BBA A 4th sem	
19	Arav sharma	0088	BBA A 4th sem	

20	BHAGYAKIRANAS	0001	BBA 4sem	Bhuz
21	AMRUTHA.M	0032	BBA 4sem	Acim
22	P. BHODNIKA	0136	BBA 2 nd sem 'B'	Prasanna
23	LAVANYA A	0037	BBA 2 nd sem 'B'	Prasanna
24	Honey Kumara	U03CJ25M0161	BBA 2 nd sem 'C'	Honey
25	Pratiksha D.	U03CJ25M0089	BBA 2 nd sem 'C'	Pratiksha
26	Sohini Malik	U03CJ25M0096	BBA 2 nd sem 'C'	Sohini
27	Huti Dutta Majumdar	U03CJ25M0081	BBA 2 nd sem 'C'	Huti
28	Sweetika Bhowas	U03CJ25M0098	BBA 2 nd sem 'C'	Sweetika
29	Haripriya M	U03CJ25M0050	BBA 2 nd sem 'A'	Haripriya
30	Poojika . C.S.	U03CJ25M0077	BBA 2 nd sem 'C'	Poojika
31	Priyanka M. J.	0084	BBA 2 nd sem 'C'	Priyanka
32	Kavana . K	U03CJ25M0012	BBA 2 nd sem 'B'	Kavana . K
33	Megha	U03CJ25M0061	BBA 2 nd sem 'B'	Megha
34	Shamirani	U03CJ25M0040	2 nd sem BBA 'A'	Shamirani
35	Vineet	U03CJ25M0104	1 st sem BBA 'A'	Vineet
36	DHANUSH.L.S	U03CJ25M0034	BBA 2 nd sem 'A'	Dhanush
37	K. Dharshini Priya	U03CJ25M0138	BBA 2 nd sem 'B'	K. Dharshini Priya
38	Pooja S	U03CJ25M0047	BBA 2 nd sem 'B'	Pooja S
39	Pooja S	U03CJ25M0156	BBA 2 nd sem	Pooja S
40	Rohini Bai . B	U03CJ24M0015	BBA 4 th sem	Rohini
41	V. Aishwarya	U03CJ24M0062	BBA 4 th sem	V. Aishwarya
42	Madhusudan N	U03CJ25M0147	BBA 2 nd sem	Madhusudan N
43	Keran. Kumbhar	0007	BBA-B-	Keran. Kumbhar
44	Sanjay H.M	0054	BBA-B	Sanjay H.M
45	S. Sheshadri . PAVAN	0140	BBA-C	S. Sheshadri . PAVAN
46	Santhosh . V . P	0024	BBA 'C'	Santhosh . V . P
47	Murali . K	0005	BBA 'B'	Murali . K

48	JAGADISH MALI .K	0086	BBA 2 nd Sem 'B'	Jagadish
49	Manjunath.G	0043	BBA 'B'	Manjunath
50	Manish, A, Shetty	0088	BBA 'B'	Manish
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				
61				
62				
63				
64				
65				
66				
67				

Event Coordinator Name: ASHWINI SESANT

Signature: 

Search mail



245



kp aheesh

to me, hod/bba-dscasc, supiab-dsjbs, sudershan-boom

Mon, May 11, 5:23PM (7 days ago)

Dear Ma'am,

Good evening.

Thank you for the opportunity to conduct the Student Immersion Session on Digital Marketing for the BBA students, it was a great experience with the students and sharing practical insights on digital marketing strategies and real-world business applications.

The students were highly engaged and showed strong interest in understanding how digital marketing works beyond the theoretical concepts such as marketing channels, content strategy, customer journey, and real-world applications, which helped them connect with industry practices.

Overall, it was an enriching experience, and I truly appreciate the support and coordination from your side.

Regards,
KP Aheesh

Reply

Forward



Share in chat

