




Title	Unique Domain Workshop - VAP - Marketing Specialization Workshop	
Department	Department of Management Studies	
Date	15.07.2025	
Time	9.00AM – 4.00P.M	
Brief Description	<p>The Department of Management Studies recently hosted a Unique Domain Workshop – VAP with a focus on Marketing Specialization. This immersive session was designed to equip students with practical skills in Digital Marketing, enabling them to enhance real-world marketing campaigns.</p> <p>Participants delved into key areas such as content creation, audience analysis, and campaign optimization using modern digital and social media strategies. They learned to craft engaging social media posts, SEO-friendly blog content, and persuasive email sequences. The workshop also covered techniques for defining and refining target audiences and buyer personas with the support of AI tools.</p> <p>Students explored how to build end-to-end marketing campaigns, including writing ad copy tailored for platforms like Facebook, Google, and YouTube. Additionally, they gained insights into interpreting customer feedback to fine-tune products and services.</p> <p>The session was led by Mr. Ajith Selvaraju, Founder and CEO of N’ KISI Institute, who brought the concepts to life through interactive case studies and role-playing exercises, offering students a hands-on learning experience.</p> <p>.</p>	




NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies | N'kisi Institute

Marketing Workshop

Unique Domain Workshop Week - Day 1

15th July 2025
09:00 AM to 04:00 PM
Tejas Seminar Hall




Mr. Ajith Selvaraju
Founder and CEO
N'kisi Institute

Convenor
Dr. Rose Kavitha
Professor and HoD - MBA

Workshop Coordinator
Dr. Priyameet Kaur Keer
Professor - MBA

Dr. Manjunatha
Principal

Dr. R J Anandhi
Dean - Academics



A photograph showing a workshop session in progress. A presenter is standing at the front of a lecture hall, addressing a group of students seated at desks. A presentation screen displays the text "Advertisement Strategy & Creative Campaign".

Faculty

HoD