



## NEW HORIZON COLLEGE OF ENGINEERING

### DEPARTMENT OF MANAGEMENT STUDIES

#### WORKSHOP

<b>Title</b>	<b>Unique Domain Workshop - Marketing</b>
<b>Department</b>	MBA
<b>Date</b>	11.04.2026
<b>Time</b>	9.30 AM - 4.30 PM
<b>Speaker's Name</b>	Mr. Kiran Mandrawadkar, Head - Business and Growth NP Digital
<b>Brief Description</b>	<p>A marketing session was conducted on 11th April 2026 at New Horizon College of Engineering with the objective of providing students with a foundational understanding of online marketing and its significance in modern business growth. In today's fast-evolving digital era, online marketing has become a powerful tool for businesses to connect with their target customers, build brand awareness, and enhance sales. The session helped students understand how digital platforms can be effectively used to promote products and services in a competitive market. The primary objective of the session was to introduce students to the concept of online marketing and explain how businesses utilise digital strategies to expand their reach and increase revenue. Another key aim was to provide awareness and practical knowledge about major digital advertising platforms such as Google Ads and Meta Ads.</p> <p>Additionally, the session focused on guiding students on how businesses can improve sales performance through digital marketing strategies and the importance of maintaining a strong online presence.</p> <p>The session was conducted by Mr. Kiran Mandrawadkar, Head – Business and Growth at NP Digital. The session was highly informative, engaging, and interactive. The speaker shared his professional expertise in digital marketing and explained concepts in a clear, simple, and easy-to-understand manner. Students actively participated throughout the session, and gained valuable industry-based insights.</p> <p>During the session, the speaker explained the fundamentals of online marketing and highlighted how digital tools support businesses in promoting their offerings. He emphasised the growing importance of digital platforms in reaching a broader audience efficiently.</p>

The major focus of the session was on advertising platforms such as Google Ads and Meta Ads, where the speaker explained how businesses can design and run effective advertising campaigns. Key topics discussed included:

- Identifying and targeting the right audience
- Creating impactful and attractive advertisements
- Budget planning and campaign management
- Improving visibility and customer engagement through ads
- Using Digital Marketing to generate leads and boost sales

The speaker also shared real-life business examples, which helped students connect theoretical concepts with practical application.

The session provided several important takeaways. The students learned the basics of creating and running advertisements using Google Ads and Meta Ads. They understood how businesses can leverage these platforms to promote their products and services more effectively.

Additionally, the session highlighted how online marketing plays a vital role in business growth by helping companies reach a wider customer base, build brand recognition, and increase sales.

Overall, the session enhanced the students' understanding of digital advertising and its practical usage in today's business environment

## Images



The poster features a red and white geometric background. At the top, it displays the logos for New Horizon College of Engineering (celebrating 25 years) and the Karnataka Management Association (KMA). The main title reads "Unique Domain Workshop Week - Day 4" followed by "Association with Karnataka Management Association (KMA)" and "Marketing Workshop" in a red box. Event details include the date "11<sup>th</sup> April 2026", time "09:30 AM - 04:30 PM", and location "308 Classroom". A circular portrait of Mr. Kiran Mandrawadkar is shown next to his name and title: "Mr. Kiran Mandrawadkar, Head - Business & Growth, NP Digital". The bottom section, on a red background, lists the Coordinator "Dr. Priyameet Kaur Keer, Professor -MBA", the Convenor "Dr. R. J. Anandhi, Dean - Academics", and the Organiser "Dr. Manjunatha, Principal". The Department of Management Studies is also mentioned.





Faculty

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