



SSMRV College®  
#17, 26th Main, 36th Cross, 4th T Block, Jayanagar,  
Bengaluru - 560041, Karnataka, India

**R V Educational Institutions**  
**SSMRV College**  
**Affiliated to Bengaluru City University**  
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**Activity Report**

<b>Academic year 2024-25 (June 2024 - May 2025)</b>	
<b>Name of the Activity</b>	<b>3 Series Enlightened Masterclass – Season 2: Digital Marketing</b>
<b>Date</b>	Series 1 Pilot – 3 <sup>rd</sup> Sept 2024 Series 2 Pinnacle – 8 <sup>th</sup> Oct 2024 and Series 3 Interactive Session – 19 <sup>th</sup> Oct 2024
<b>Time and Venue</b>	Series 1&2 - 2.00 PM, Class rooms 201, 202, 203, 204, 206 and Business Lab SSMRV College. Series 3 - 12.00 Noon, Seminar Hall, SSMRV College.
<b>Mode (Online/Offline)</b>	Series 1&2 - Online. Series 3 - Offline.
<b>YouTube link (if online)</b>	NA
<b>Organized by</b> Name of the Hub Head Name of the Activity Centre	Arun Kumar R International Relations Office
<b>Hub Coordinator</b> <b>Activity Convener</b>	Arun Kumar R
<b>Nature</b> Academic /Co-curricular/extracurricular/others	Co-curricular
<b>Topic Name</b>	3 Series Enlightened Masterclass – Season 2: Digital Marketing
<b>Resource Person Details</b> (Name, Designation and Organization/Institution)	Dr. Craig Leith, Principal Lecturer, Programme Leader for BA (Hons) International Tourism Management, Robert Gordon University, Scotland, UK.
<b>No. of Participants</b>	461
<b>Objectives of the activity</b>	<ul style="list-style-type: none"><li>• <b>Enhance Understanding:</b> To deepen students' understanding of key concepts and methodologies in digital marketing through interactive sessions.</li><li>• <b>Foster Collaboration:</b> To facilitate collaboration and networking opportunities between students, industry experts, and academia, fostering a dynamic learning environment.</li></ul>



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	<ul style="list-style-type: none"><li>• <b>Provide Practical Skills:</b> To equip students with practical skills and tools essential for success in the field of digital marketing, enabling them to apply theoretical knowledge to real-world scenarios.</li><li>• <b>Promote Global Exposure:</b> To provide students with exposure to international perspectives and best practices in digital marketing, enhancing their global competence and competitiveness in the job market.</li></ul>
<b>Methodology</b>	<ul style="list-style-type: none"><li>• Presentations, Lecture and Interactive Session,</li><li>• Q&amp;A Session,</li><li>• Feedback Mechanisms.</li></ul>
<b>Outcome of activity</b>	<ul style="list-style-type: none"><li>• Enhanced Understanding of Industry in Digital and Social Media Marketing.</li><li>• Career and Networking Opportunities,</li><li>• Improved Technical and Soft Skills,</li><li>• Exposure to international best practices enriched participants' global competence.</li><li>• Students received certificates from RGU, enhancing their credentials</li></ul>

**Invitation**

<b>Series 1 Pilot – 3<sup>rd</sup> Sept 2024</b> <b>Series 2 Pinnacle – 8<sup>th</sup> Oct 2024 and</b>	<b>Series 3 Interactive Session – 19<sup>th</sup> Oct 2024</b>
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**ISDC Learning**  
Partner in Learning

**Enlightened  
MASTERCLASS  
SERIES SEASON 2**

**RGU ROBERT GORDON  
UNIVERSITY ABERDEEN**

**PILOT SERIES**

**DIGITAL MARKETING**  
Introduction to Social Media  
Marketing for Business

**03<sup>rd</sup> SEP 2024**  
02.00 PM IST

**Craig Leith**  
Principal Lecturer  
Robert Gordon University

**ISDC Learning**  
Partner in Learning

**Enlightened  
MASTERCLASS  
SERIES SEASON 2**

**RGU ROBERT GORDON  
UNIVERSITY ABERDEEN**

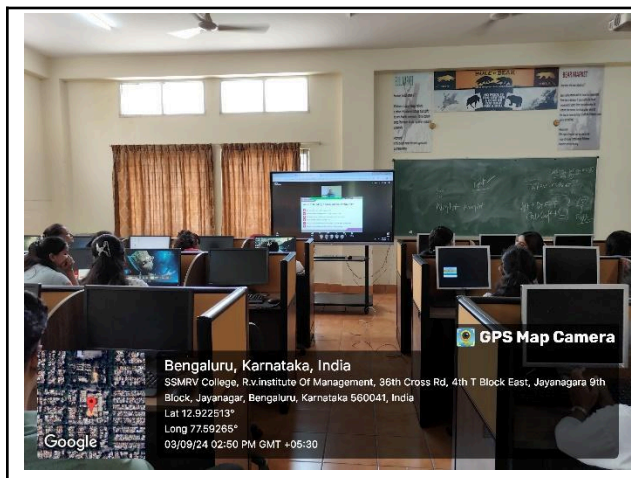
**PINNACLE SERIES**

**DIGITAL MARKETING**  
Conducting a Social Media  
Audit for Your Business &  
Crafting Engaging Content

**19<sup>th</sup> OCT 2024**  
12.00 PM IST

**Craig Leith**  
Principal Lecturer  
Robert Gordon University

## Google tagged photos Series 1- Pilot Session – 3rd Sept 2024



## Photos Series 2 – Pinnacle Session - 8th Oct 2024



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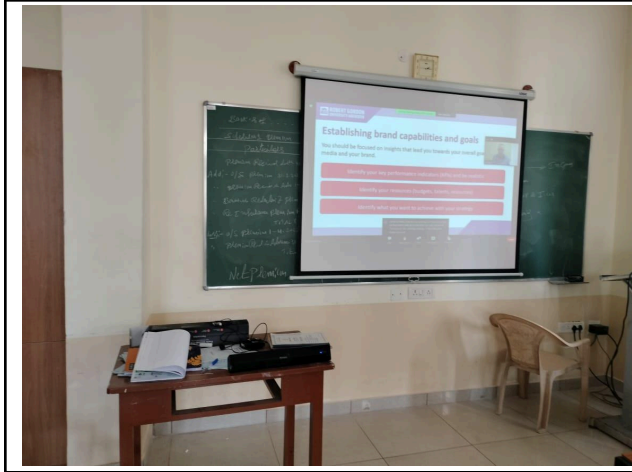
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### Google tagged photos

### Series 3 – Interactive Session - 19th Oct 2024







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**Certificate of Achievement – Awarded to Student Participants**



**Certificate of Appreciation – Awarded to Institute**



**Resource Person's brief profile**



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**ROBERT GORDON  
UNIVERSITY ABERDEEN**

**Introduction of the Guest Speaker**  
**Dr. Craig Leith**

- BA (Hons), International Tourism and Hospitality
- Awarded MSc International Tourism Management at Robert Gordon University in 2009
- Programme Leader for BA (Hons) International Tourism Management & BA (Hons) International Hospitality Management
- A wide range of HND level modules across tourism disciplines including sustainable tourism, air travel, marketing and customer service.
- Also employed on ad hoc basis by Scottish Qualifications Authority as module and exemplar development specialist.



**Craig Leith**

Principal Lecturer  
Robert Gordon University

*Go, change the world®*

**Supporting documents**



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**RV Educational Institutions**  
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Approved by UGC under 12(B) and 2(F) Status

**Master Class Series**  
**On**  
**Digital Marketing**  
**Interactive Session with Dr. Craig Leith and Distribution of**  
**Certificates.**

**Venue: Seminar Hall 19<sup>th</sup> Oct 2024 - 12.00 Noon**  
**Programme Schedule**

Sl.No	Schedule	Timings	Details of Person In-charge
1	Welcome Address and Introduction to the college	12.00 – 12.05 pm	Mr. Bharagavi Iyer BS Assistant Professor, Department of Commerce.
2	Introduction of the Guest Speaker	12.05 – 12.10 pm	Mr. Yallappa M Assistant Professor, Department of Commerce.
4	Topic Discussion: on Digital Marketing – Introduction to Social Media Marketing for Business.	12.10 – 12.30 pm	Dr. Craig Leith, Principal Lecturer, Robert Gordon University, Aberdeen.
5	Q & A	12.30 – 12.50 pm	Mr. Gokul. C Moderator
6	Certificate Distribution	12.50 – 12.55 pm	Resource Person and Participants
7	Vote of Thanks	12.55 – 1.00 pm	Mr. Arun Kumar. R International Relations Officer

  
In-Charge

  
Prindipal

SSMRV College

Mr. Arun Kumar R

**International Relations Officer**

Dr. Geetha R

**Principal**