



ಕರ್ನಾಟಕ ಲಾ ಸೊಸೈಟಿಯ  
ಗೋಗಟೆ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ GOGTE COLLEGE OF COMMERCE  
Affiliated To Rani Channamma University, Belagavi  
Re-accredited at 'A' by NAAC ● Approved by AICTE , New Delhi



**B.Com/BBA/BCA/M.Com/Ph.D Programmes**

### EVENT Report (2026-27)

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| Name of the Department                  | Bachelor of Computer Applications (BCA)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Name of Event                           | Digital Marketing Session                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Date of Event                           | 1 <sup>st</sup> August 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Name of the Event Coordinator           | Prof Rucha A Bapat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Duration                                | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| No. of Participants (Students + staff ) | 80                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Objective of the event                  | <p>The <b>BCA Department</b> organized a <i>Digital Marketing</i>.<br/>The session focused on key topics such as:</p> <ul style="list-style-type: none"> <li>• To help students understand various digital marketing channels such as social media, email marketing, search engines, and online advertising.</li> <li>• To provide practical knowledge about creating engaging digital content and promoting brands online.</li> <li>• To familiarize students with concepts such as SEO, social media marketing, content marketing, and digital analytics.</li> <li>• The session was conducted by <b>Mr. Lohit Pise</b> who guided the students on the growing importance of digital marketing in the modern business environment.</li> </ul> |
| Outcome of the event                    | <ul style="list-style-type: none"> <li>• Students will gain a basic understanding of digital marketing concepts and strategies.</li> <li>• Students will be able to identify and understand different digital marketing channels and platforms.</li> <li>• Students will become aware of current trends and career opportunities in digital marketing.</li> <li>• Participants will be able to apply basic digital marketing concepts to promote a brand, product, event, or personal profile.</li> </ul>                                                                                                                                                                                                                                       |



## B.Com/BBA/BCA/M.Com/Ph.D Programmes

### Photo Gallery

Photo-1



Photo 2



Photo-3



Photo-4



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