



Topic: DIGITAL MARKETING & E-COMMERCE

Date: 28/9/2019

Venue: Seminar Hall_I



Faculty coordinators: Dr. Kajal Maheshwari

Students Coordinators: Mr. Saurabh Bias

No of students participated: 156

No of Faculty participated: 04

Date : 28/9/2019

Report:

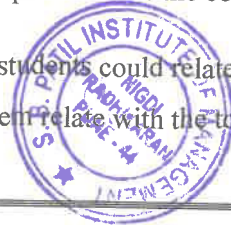
Topic: Timing 10.00am-12.00noon

Date:

On September 28, 2019: SBPIM has organized a guest session for MBA students on "DIGITAL MARKETING and E-COMMERCE" by Mr. Amarjeet Chavhan, Corporate Trainer & Consultant. Sir holds a track record of helping organizations to optimize operational processes whilst maximizing profit within a challenging fast paced environment.

The session started with an overview of the E commerce sector and the various upcoming segments in the same. And then went on to address Digital Marketing-its need and relevance in the current marketing scenario also clarified the role of multi-channel E-Commerce in Digital marketing. He explained how a search engine works and what the types of searches involved are. Also highlighted the importance and relevance of "push" and "pull" marketing in digital marketing. Sir gave detail view how social media works and its effectiveness in digital marketing was discussed. Meaning and paradigms of Web Analytics were also touched upon towards the conclusion.

The session got interactive towards the end and students could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic.





Kajal

Dr. Kajal Maheshwari
Faculty Coordinator



Daniel

Dr. Daniel Penkar
Director

P.C.E.T.'s

S. B. PATIL INSTITUTE OF MANAGEMENT

NOTICE

Date: 25/09/2019

All the faculty members and students of MBA-I & II Year are hereby informed that there will be a Guest Lecture by Mr. Amarjeet Chavhan, Corporate Trainer & Consultant.

Date: 28/09/2019 (Saturday)

Time: 10.00am to 12:00noon

Venue: SBPIM Seminar Hall-1

Topic: "Digital Marketing & E-Commerce"




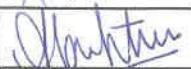

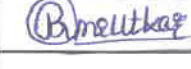










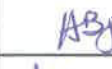

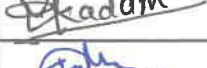

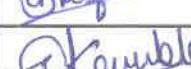

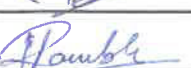



Dr. Daniel Penkar
Director, SBPIM



DATE: - 28/9/2019

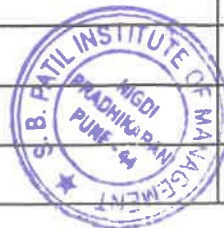
TOPIC: - DIGITAL MARKETING & E-COMMERCE

GUIDED BY: - Mr. Amarjeet Chavhan

ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
1	PAWAR AJAY	
2	ALAMKHAN BADSHAHA MOHAMMAD AFTAB	
3	AMBADE MANASI ANAND	
4	AMRUTKAR BHAGYASHREE RAJENDRA	
5	PALANDE PRAJAKTA	
6	ASAWA HRUSHIKESH JUGALKISHOR	
7	AVHAD MAYA SANJAY	
8	BANKAR SHRUTI PRAVEEN	
9	BHAGYASHREE CHAUDHARI	
10	BHISU RAJENDRA	
11	BHOSALE BHAVIKA VIKAS	
12	DARADE SEJAL SATISH	
13	DAVANDE KARTIKEYA SHASHIKANT	
14	DHAGE PRATIMA SURESH	
15	GARUD PRIYANKA ASHOK	
16	KHACHANE VAISHNAVI	
17	GUPTA KALYANI SAMIR	
18	INGOLE PRITAM RAJESHWAR	
19	JADHAV GOPINATH RAMKISHAN	
20	JADHAV MRUGAJA ATMARAM	
21	JAJU AAKASH BHAGWANDAS	
22	KADAM AKANKSHA SHAMRAO	
23	KADAM DEEPALI MAHESH	
24	KADAM SAKSHI SHRIKANT	
25	KALE KIRAN SUBHASH	
26	KAMBLE CHINMAY NARENDRA	
27	KAMBLE DEEPAK JEEVAN	
28	KAMBLE HARSHAL DILIP	
29	KHANNA RAHUL UMESH	
30	LAXMIKANT PREMALWAD	





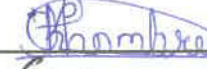
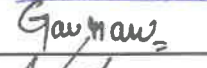



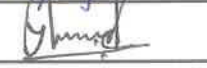

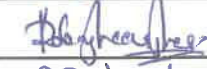


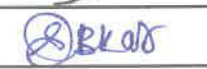
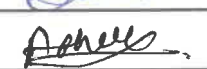




ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
31	MANASI Jaunjale	<i>Jaunjale</i>
32	MANER SABA RIZWAN	<i>Maner</i>
33	MANIYAR SAMAD SADIK	<i>Maniyar</i>
34	MHETRAS MAYURESH MAHESH	
35	NIRMAL SATISH GOVINDRAO	
36	PAWAR PAVAN SHIVAJI	<i>Pawar</i>
37	PINJAN ABHIJEET RAMESH	<i>Pinjan</i>
38	PIYUSH CHAVADA	<i>Chavada</i>
39	RAJPUT AKANKSHA JITENDRA	<i>Rajput</i>
40	REKHA BHOSALE	
41	DEEPALI SAWANT	
42	SAWALE SUBODH ANNA	<i>S.A. Sawale</i>
43	SHINKAR VISHWANATH PITAMBAR	<i>V.P.S</i>
44	SONAWANE SANKET DATTATRAY	<i>Sanket</i>
45	PARMAR HIRAL	<i>Hiral</i>
46	TANIYA MUTHA	
47	TELAWADE SAHIL VIKAS	<i>Telawade</i>
48	MORAJKAR ANIKSHA BHANUDAS	<i>Morajkar</i>
49	DESHMUKH MANASWI ANUP	<i>Manaswi</i>
50	JOSHI ADITYA DILIP	<i>A.D. JOSHI</i>
51	MANJARE KAJAL JAYVANT	<i>Kajal</i>
52	AHALE ANKUSH SHAILESH	
53	RICHHARIYA HARSHITA	
54	DEV KHUSHABU CHANDRAKANT	<i>K.C. Dev</i>
55	TEHARE MANISH MAHENDRASINGH	<i>Manish</i>
56	PITALE MINAL NARESH	<i>Mital</i>
57	SHINDE NIKHIL KAILASH	<i>Nikhil</i>
58	JADHAV PRACHI BHASKAR	<i>Prachi</i>
59	PATIL PRAJAKTA RAMESH	<i>Patil</i>
60	KHARDE PRATIK ANANTA	<i>Pratik</i>
61	ABHISHEK SHARMA	<i>Abhishek Sharma</i>
62	ANJANA SATHYAN	<i>Anjana</i>
63	BABAR PRANAV SATISH	<i>Pranav</i>
64	BHAMARE UTKARSH VANA	<i>Utkarsh</i>
65	BHOKARDANKAR AKSHAY MUKUND	



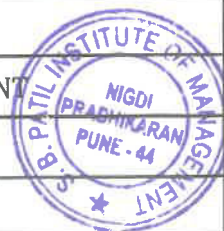
ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
66	SASTE ADITYA JALINDAR	
67	DEVKATE HARSHADA SUBHASH	
68	FAITH THOMAS	<i>Faith</i>
69	HAGE RUPESH EKNATH	<i>Rohage</i>
70	HANGARGE VISHVJEET VASANT	<i>Vishvjeet</i>
71	KALE AKSHAY SAHEBRAO	<i>Akshay</i>
72	KAMBLE SWARAJ SANJAY	<i>Swaraj</i>
73	KOTIAN POOJA NARAYAN	<i>Pooja</i>
74	KULKARNI VARSHA VIJAY	<i>Varsha</i>
75	LOKHANDE VARSHA BHIKAN	<i>Varsha</i>
76	LOLE ASHISH HANUMANT	<i>Ashish</i> 28.09.2019
77	MALI YOGESH MACHINDRA	<i>Yogesh</i>
78	MANISHA SUTAR	
79	MHASKAR ROHIT MADHUKAR	
80	BHADLIKAR POOJA	<i>Bhadlikar</i>
81	MORE BHUSHAN LAXMAN	
82	MORE PRERANA GAJANAN	<i>Prerana</i>
83	SURABHI PATIL	
84	NALLA SHRUTI RAKESH	<i>Shruti</i>
85	NILAM KHUPSE	<i>Khupse</i>
86	PADHY RANJAN BINOD CHANDRA	
87	PATIL AKSHAY SANTOSH	<i>Akshay</i>
88	PATIL CHETAN SHIVAJI	<i>Chetan</i>
89	PATIL KAJAL DINKAR	
90	PAWAR MONICA KISHAN	<i>Monica</i>
91	PAWAR PRATIK MAHADEV	<i>Pratik</i>
92	PRATHAMESH SURVE	<i>Prathamesh Surve</i>
93	MD FAHEEM AHMAD KHAN	<i>Faheem Khan</i>
94	PRUTHVIRAJ GAUD	
95	RAMGADE TANVI ATUL	
96	RAUT RAKESH RAJENDRA	
97	REDDY SARITA BABU	<i>Sarita</i>
98	ROSHIN ROY	
99	SAPNA SHINDE	
100	KOUL SHIVANI	<i>Shivani</i>


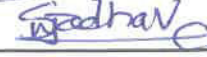

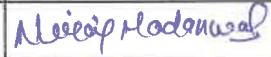







ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
101	SHETTY NITIN NAGRAJ	
102	SHINDE NIKHIL RAMESH	
103	SHUBHAM SHINDE	
104	RAI SNEHA	
105	SONAWANE PANKAJ SUKDEO	
106	SURVE TUSHAR RAMESH	
107	TALELE VARSHA TIKARAM	
108	THOMBRE KIRTI DAMODAR	
109	UPADHYAY GAURAV	
110	VYAKATESH TELANG	
111	WADKAR PRASHANT SATISH	
112	YADAV KHUSHI VIRENDRA	
113	YELE CHETAN PRALHAD	
114	YEOLE AKSHAY RANGNATH	
115	YEOLE PRANALI RAVINDRA	
116	GEEVARGHESE ROBIN -	
117	BHUJBAL PRATHAMESH SANJAYKUMAR	
118	AMBEKAR OMKAR NAVNATH	
119	NERKAR SANKET BHASHKARRAO	
120	PARALKAR ABHAY GAHININATH	
121	ADSUL ROHIT RAVINDRA	
122	CHAVAN MAYUR MARUTI	
123	DAMBIWAL SHUBHAM NANDLAL	
124	DESHMUKH SAGAR SADANAND	
125	DHAMAL JEEVAN VILAS	
126	GAIKWAD ONKAR GANPAT	
127	GAVHANE SHWETA SANJAY	
128	GHARMALKAR ADITYA PRAKASH	
129	GHOTMUKLE AMOL MADHAV	
130	GHULE SATISH PANDIT	
131	GUNJAL PRASAD SAMBHAJI	
132	JADHAV NIKHIL BHIKAN	
133	JAGTAP VIKAS VITHOBA	
134	KADAM GAURAV RAJENDRA	
135	KALBHOR NILESH TUKARAM	



ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
136	KALE PRASHANT BALASAHEB	
137	KAMBLE KETAN ANKUSH	
138	KAVISHWAR VISHAL BRIJLAL	
139	MATHEW SONIA IVAN	
140	MORE HEMANT PRAKASH	<i>More Hemant</i>
141	NICHOLAS CAROL CYRIL	
142	NIGADE ADITYA DIPAK	<i>Nigade Aditya</i>
143	PATIL ANANT VINAYAK	<i>Patil Anant</i>
144	PATIL ROHAN BALKRISHNA	
145	PATIL SAYALI UTTAMRAO	
146	PATIL SHRIYASH BALASAHEB	<i>Patil Shriyash</i>
147	PATIL YOGESH RAJENDRA	
148	RAJPUT SAGAR RAJPUT	
149	ROY SANU MANGAL	
150	RUPNAVAR PRASHANT PANDURANG	
151	SARODE RITESH EKNATH	<i>Sarode Ritesh</i>
152	SATPUTE AKSHAY DEORAO	
153	SHRIGONDEKAR DIPTI RAMESH	
154	SONAWANE MRUNAL MANGESH	
155	TANDAN RASHMI RAJESH	<i>Tandan Rashmi</i>
156	TUPE ABHISHEK SHIVAJI	<i>Tupe Abhishek</i>
157	VISAPURKAR SHRUTI VINAYAK	<i>Visapurkar Shruti</i>
158	WAGHMARE PRAKASH BABASAHEB	
159	VERMA MAYANK	
160	MALVIYA ASHOK RAMESHKUMAR	
161	KADAM DHARMESH SUNIL	
162	JAGTAP PRATIK	<i>Jagtap Pratik</i>
163	JOSHI SIDDHI SUNIL	
164	SALOSKAR PRATIK	
165	SUMIT UKRANDE	
166	NAIR AKHIL RAJEEV	
167	SOBALE CHETAN RAMDAS	
168	JADHAV RAMPRASAD CHANDRAKANT	<i>Jadhav Ramprasad</i>
169	AHIRE SANDIP CHHOTU	<i>Ahira Sandip</i>
170	BAIS SAURABH VIRENDRASINGH	<i>Bais Saurabh</i>



ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
171	YEWALE SHUBHAM DNYANESHWAR	
172	JADHAV SURAJ NAMDEV	
173	KULKARNI VISHAL GANESH	
174	JAGTAP VIVEK	
175	MODANWAL NIRAJ	
176	PRATIKSHA PAWAR	
177	GAVANE NISHIGANDHA SATISH	
178	SOMAN SOJAL DILIPKUMAR	
179	TAPKIR KOMAL NANDKISHOR	
180	KULKARNI OMKAR	
181	MOHANE SWAPNIL	
182	SHARMA PRAJAKTA	
183	YADAV PALLAVI	

Prajakta . Palande
Rakha . Bhosale






Date: 28/9/2019

Topic: Digital Marketing & E-commerce

Guided by: Amarjeet Chauhan

Name	Specialisation	Roll No	Sign.
1) Nilamgekar Mayur	Marketing	307	Y. Pristang
2) Preeti Prabhakar	Marketing	326	preeti.
3) Sandesh Dorekar	Marketing	304	Dorekar
4) Aishwarya Naroth	Human Resource	505	Aish.
5) Gajal Vaishnav	Marketing	312	Gajal.
6) Ruchi Adhikari	Marketing	301	Ruchi
7) Raut Nikhil	Marketing	327	Raut
8) Madhu Colenda	Marketing	314	Madhu
9) Ashwini Parit.	Marketing	337	Ashwini
10) Shrutika Kad	Marketing	361	Shrutika
11) Shmiti Panwar	Marketing	345	Shmiti
12) Roshani Tam bhulkar	Marketing	363	Roshani
13) Mitali Ashok Bhiwad	Marketing	320	Mitali
14) Aditya Chikane	Finance	458	Aditya
15) Onkar Phadtur	SEM	802	Onkar
16) Pritam Pawil	HR	506	Pritam
17) Rahul Shinde	Marketing	332	Rahul
18) Mayur Pomer	Marketing	325	Mayur
19. Waghmare S.S.	Operations	607	Waghmare
20. Sujyot S. Suryawanshi.	Fin.	3436	Sujyot
21. Priyanka Gaikwad	Marketing	30306	Gaikwad
22. Tanaya Shelar	Marketing	309	Tanaya
23. Vruddhi Kepad	Marketing	364	Kepad
24. Roshan. Bodade.	Marketing	340	Roshan
25. Rohit. G	Marketing.	342	Rohit

