



- Constituent College of JSS Science and Technology University
- Approved by A.I.C.T.E
- Governed by the Grant-in-Aid Rules of Government of Karnataka
- Identified as lead institution for World Bank Assistance under TEQIP Scheme



Institution Innovation Council

Report on Hands on Interactive Workshop (Offline mode):

Ms. Vismaya Naganna

“Innovation is Observation: A Marketers Perspective on Bettering Life in Digital Age”

26-11-2022, 2.30pm

JSS Mahavidyapeetha
Sri Jayachamarajendra College of Engineering
JSS Science and Technology University
JSS Technical Institutions Campus, Mysuru-570006
Diamond Jubilee Year : 1963-2023

NEW AGE INNOVATION NETWORK

IIC JSS STU PRESENTS
A hands-on interactive workshop on
Innovation is Observation:
A Marketer's Perspective on Bettering Life in the Digital Age

Ms. Vismaya Naganna

- Founder and CEO of The Orange Heart
- Proud alumna of SJCE
- Ex-Ogilvy, Ex-Brave New World

SCAN TO REGISTER

26 November 2022, Saturday
2:30 P.M. onwards
IS Seminar Hall

@iic_jssstu





A hands-on workshop on Digital Marketing was successfully conducted by IIC-JSSSTU On the 26th of November, the event was organized from 2:30 pm - 6:00 pm in offline mode. The event was presided by our distinguished chief guest Vismaya Naganna, the Founder and CEO of The Orange Heart, an end-to-end Marketing agency based in Bangalore. Miss Vismaya Naganna is also a proud alumna of SJCE, Mysuru.

The event was compered by Miss Deeksha S, Student Coordinator at IIC JSSSTU. The event was kick-started by Prof. S. Nanjunda Swamy, President of IIC JSSSTU welcoming all the participants and the distinguished subject expert.

The honorable Chief Guest, in an inspiring way, introduced all the participants of the workshop to the world of Digital Marketing. She introduced the various concepts that digital marketing encompassed and gave us real-life illustrations for a better understanding of the concepts.

The introduction was interspersed with a set of activities that were conducted in pairs to make it interactive and seal the concepts of marketing in the minds of the students who attended the workshop. Complex concepts of digital marketing were brought to the center stage through these key activities. Tailored for students who have never been exposed to marketing, this workshop helped one grasp the fundamentals thoroughly. Right from how to understand the target audience -their needs, desires, and problems - to thinking of creative ideas specific to certain platforms, the three-hour workshop very clearly took the participants through the whole process of '*thought to idea*'. The multiple case studies displayed very clearly illustrated how ideas come to life and what it entails. The workshop ended with a Q&A session where the facilitator cleared all the doubts of the participants and inspired them to think about a career in Digital Marketing.