

EVENT MANAGEMENT PROPOSAL

Digital Marketing Guest Session

1. Event Title

“Digital Marketing Masterclass: Industry Insights & Trends”

2. Organized By

St. Philomena’s College

Event Management Team

Team Members:

- Mehrin Taj
- Monika C.T.
- Parveen Banu

3. Guest Speaker

- **Mr. Jayateerth Kulkarni**
Founder – ETMark & SugarSalt Media
Digital Marketing & AI Expert | SEO Specialist | Paid Ads
Expert | Business Mentor

4. Event Overview

This event is designed to provide students with practical knowledge and real-world insights into the field of digital marketing. The session will be conducted by an industry expert, offering exposure beyond classroom learning and helping students understand current market trends.

5. Objectives

- To introduce students to **digital marketing concepts and latest trends**
- To bridge the gap between **academic knowledge and industry practices**
- To provide **career guidance** in digital marketing
- To encourage students to explore **practical marketing skills**

6. Target Audience

- Undergraduate & postgraduate students
- Commerce, management, and media students
- Students interested in digital careers

7. Event Details

- **Date:** 16-04-2026
- **Time:** 10:30 -12:30
- **Venue:** Conference Hall
- **Duration:** 2–3 Hours

8. Event Agenda

- Welcome Address
- Introduction of Guest Speaker
- Keynote Session by **Mr. Jayateerth Kulkarni**
- Interactive Q&A Session
- Feedback Session (Online)
- Vote of Thanks

9. Event Requirements

- Projector & screen
- Sound system with microphone
- Seating arrangements
- Guest hospitality (water, refreshments)
- Certificates for participants (Online)

10. Promotion Plan

- Posters and notices within campus
- WhatsApp group sharing
- Instagram promotion
- Classroom announcements

11. Budget (Estimated)

Particulars	Estimated Cost (₹)
Guest Honorarium	₹3000
Refreshments	₹2000
Miscellaneous	₹1000
Total	₹6000

12. Expected Outcomes

- Students gain **industry exposure**
- Better understanding of **digital marketing careers**
- Improved engagement with **practical knowledge**
- Networking opportunity with an industry expert

13. Conclusion

This event will provide valuable insights into the digital marketing industry through expert guidance from **Mr. Jayateerth Kulkarni**. It will enhance students' knowledge, skills, and career awareness, making it a meaningful academic initiative.

Organized by:

Department of B.Voc Media and Entertainment

In collaboration with Departments of Journalism, Mass Communication, and M.Com

Institution: St. Philomena's College (Autonomous), Mysore

EVENT REPORT

Master Class on Digital Marketing Industry Trends and Future Opportunities



ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE

THE DEPARTMENT OF B.VOC MEDIA AND ENTERTAINMENT,
IN COLLABORATION WITH
JOURNALISM AND MASS COMMUNICATION AND M. COM



MASTER CLASS ON

DIGITAL MARKETING INDUSTRY TRENDS AND FUTURE OPPORTUNITIES

16
APRIL
2026

10:30
AM

Mr. Jayateerth Kulkarni

Founder – ETMark & SugarSalt Media

Digital Marketing & AI Expert | SEO

| Paid Ads | Business Mentor

VENUE: PG CONFERENCE HALL

The session aimed to provide students with insights into the evolving digital marketing landscape and emerging career opportunities.



- **Mr. Jayateerth Kulkarni**
Founder – ETMark & SugarSalt Media
Digital Marketing & AI Expert | SEO Specialist | Paid Ads
Expert | Business Mentor

The program was conducted on **April 16, 2026**, at the **PG Conference Hall**. The inauguration began at **9:30 AM**, followed by the master class session at **10:30 AM**.



The session was inaugurated by **Mr. Jayateerth Kulkarni**, Founder of ETMark and SugarSalt Media, who was the chief guest and resource person for the event. The program was presided over by **Rev. Dr. Lourdu Prasad Joseph**, Rector of the college. Other dignitaries present included **Rev. Fr. Gnana Pragasam (Administrator)**, **Rev. Fr. David Sagayaraj S (Assistant to Rector)**, **Dr. Ravi J.D. Saldanha (Principal)**, and **Dr. Noor Mubasheer (PG Coordinator)**.

The main objective of the master class was to provide students with knowledge about the latest trends in digital marketing and to create awareness about future career opportunities in this field.

During the session, Mr. Jayateerth Kulkarni explained various aspects of digital marketing such as **Search Engine Optimization (SEO)**, **Paid Advertising**, **use of Artificial Intelligence in marketing**, and **content strategies**. He also shared real-life

industry experiences and guided students on how to build a career in digital marketing.



The session was highly interactive, and students actively participated by asking questions and sharing their views. The speaker motivated students to upgrade their skills and stay updated with current trends in the digital world.

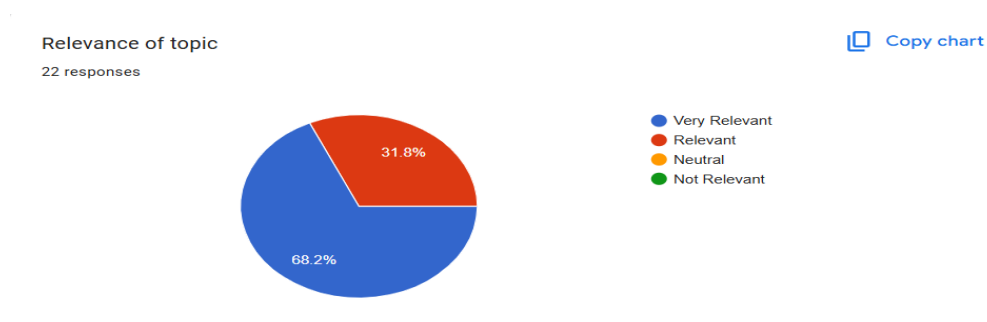
Overall, the event was very informative and beneficial for the students. It helped them gain practical knowledge and understand the importance of digital marketing in today's world.

The program concluded with a vote of thanks, expressing gratitude to the guest speaker and all dignitaries for their presence and guidance. Also the feedback session was done to know the overall experience of the event from the students.

Feedback analysis

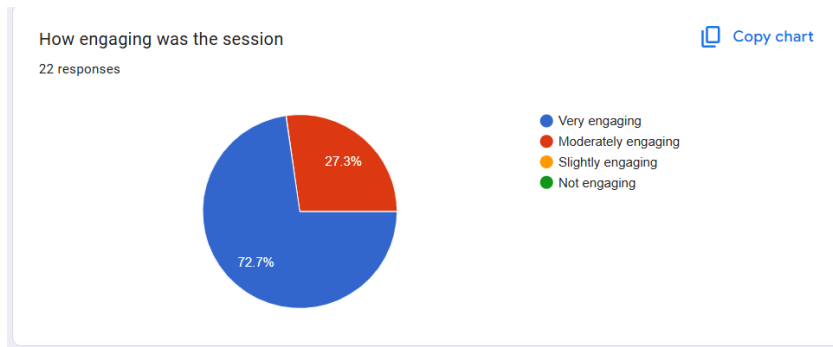
1. Relevance of Topic

- **Data:** 68.2% Very Relevant | 31.8% Relevant (7 responses).
- **Analysis:** This is a perfect "Green Flag" metric. 100% of the audience found the topic pertinent to their interests or studies.
- **Insight:** There was zero "audience-content mismatch." When 100% of participants find a topic relevant, it validates that the marketing and title of the Masterclass accurately reflected the actual content.



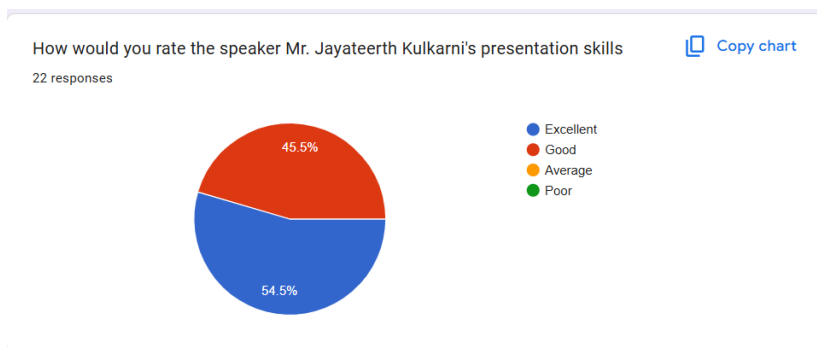
2. Session Engagement

- **Data:** 72.7% Very engaging | 27.3% Moderately engaging.
- **Analysis:** This is a very strong result for any educational session. Over two-thirds of the audience felt fully "locked in." The lack of any "Slightly" or "Not engaging" responses suggests the pacing and interactive elements were well-balanced.
- **Insight:** The session successfully avoided the common pitfall of being "dry" or purely lecture-based.



3. Speaker Evaluation (Mr. Jayateerth Kulkarni)

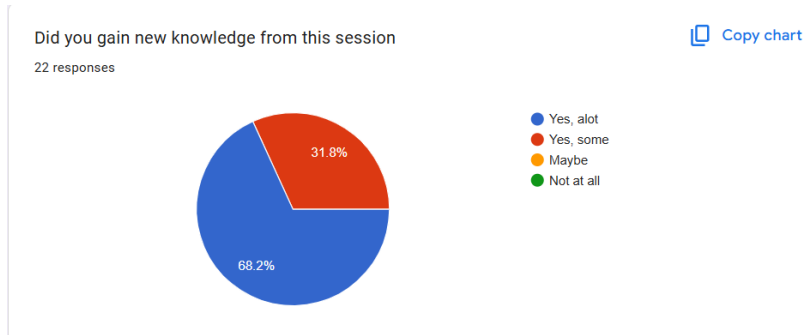
- **Data:** 54.5% Excellent | 45.5% Good.
- **Analysis:** The speaker maintains a high floor of quality, with a 100% positive rating. However, the split between "Excellent" and "Good" is the most even of all the charts.
- **Insight:** While the delivery was clearly professional and clear, there may be an opportunity to add more "wow" factors—such as more storytelling or high-energy delivery—to convert the "Good" ratings into "Excellent."



3. Knowledge Acquisition

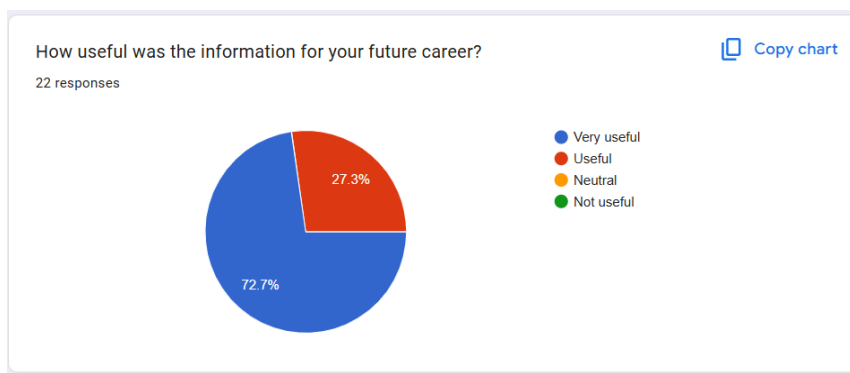
- **Data:** 68.2% Yes, a lot | 31.8% Yes, some.
- **Analysis:** Everyone walked away with something new. The fact that nearly 32% gained only "some" knowledge might indicate that a portion of your audience was already somewhat familiar with the topic.

- **Insight:** The content is perfect for beginners/intermediates. To reach the 32% who only gained "some" knowledge, you might consider adding a "Deep Dive" or advanced segment.



4. Career Utility

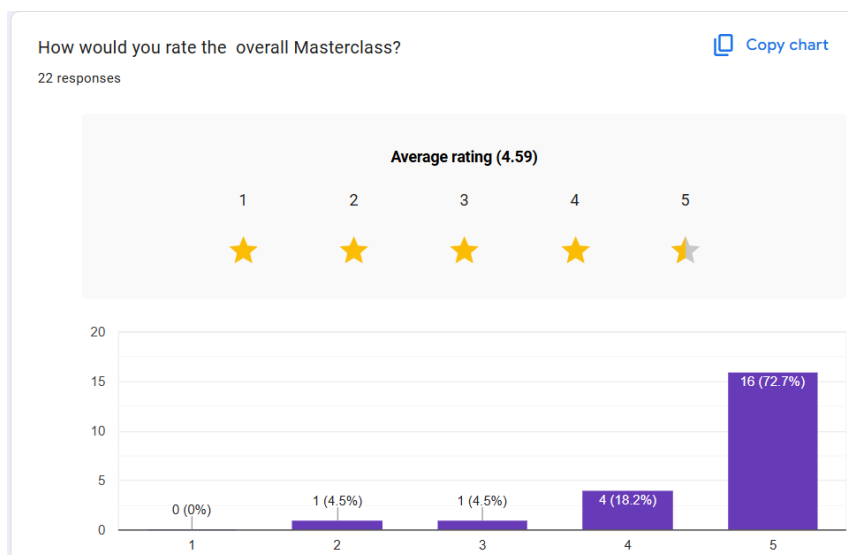
- **Data:** 72.7% Very useful | 27.3% Useful.
- **Analysis:** This metric mirrors the engagement score almost perfectly. It shows that the audience didn't just find the session "fun"—they found it **practical**.
- **Insight:** The Masterclass is successfully bridging the gap between theory and professional application.



Masterclass overall rating

- **The Score:** An average rating of **4.59 out of 5**.
- **The Distribution:**
 - **5 Stars (Excellent):** 16 respondents (**72.7%**) — The vast majority had a perfect experience.

- **4 Stars (Very Good):** 4 respondents (**18.2%**) — A strong secondary group that was highly satisfied.
- **3 Stars (Neutral):** 1 respondent (4.5%).
- **2 Stars (Fair):** 1 respondent (4.5%).
- **1 Star (Poor):** 0 respondents (0%).



The Masterclass was a resounding success, achieving a stellar **4.59/5 average rating** from a highly targeted audience of Media, Journalism, and Commerce students. The data across all charts reveals a perfect "content-market fit," as **100% of participants** found the topic relevant and reported gaining new knowledge. This relevance acted as a catalyst for high engagement and practical value, with **72.7%** of the room feeling "very engaged" and viewing the session as "very useful" for their future careers. Mr. Jayateerth Kulkarni delivered a flawless performance, maintaining a **100% positive approval rating** that solidified the session's impact. Overall, the Masterclass successfully converted academic interest into professional utility, with only a marginal 31% of the audience—likely those with prior background—suggesting a need for more advanced content to push the satisfaction levels from "Good" to "Excellent" across the board.

Conclusion

The feedback indicates that the Masterclass was **highly impactful**. Participants walked away with new knowledge that they believe will help their careers, and the speaker was perceived as a capable and engaging authority. To improve future sessions, you might look into specific qualitative comments (if available) to see what kept that 27% at "Moderately engaging" rather than "Very engaging."