



Department of Computer Science :: P.B.Siddhartha College of Arts & Science
5 Day Hands on Workshop on "Mastering the Digital Trinity: Marketing, Web Development & Creative Content" from 5th March 2025 to 10th March 2025



The Department of Computer Science, in collaboration with Weblize Pvt. Ltd, UK organized a five-day hands-on workshop on "Mastering Digital Trinity: Marketing, Web Development, and Creative Content." The workshop was designed to equip M.C.A second semester students with practical knowledge and skills in Digital Marketing, Web Development, and Content Creation, ensuring they are industry-ready.

Objective: The main goal of this workshop was to help students understand digital marketing, web development, and creative content creation through practical experience. It aimed to improve their technical and creative skills, making them more prepared for industry challenges. The workshop also focused on reducing the gap between academic learning and industry demands. Additionally, it provided students with the opportunity to work on real-time projects with professionals, helping them gain hands-on experience.

Duration: 5th March 2025 to 10th March 2025 (5 Day)

Resource Persons:

- Mr.N.Sarath Chandra, Web Developer, Weblize Pvt Ltd, UK.
- Mr.P.Krishna Arjun, Social Media Manager, Weblize Pvt Ltd, UK.
- Mr.M.Teja Kiran, HR Branch Manager, Weblize Pvt Ltd, UK.
- Mr.G.Samrat Krishna, Asst. Professor, Dept. of Computer Science

Number of students Benefited: 65

Workshop Structure: The workshop was conducted over five days with interactive sessions, live demonstrations, and practical assignments.

Event coordinators:

1. Dr. T.S.Ravi Kiran, HoD & Asst. Professor
2. Ms.K.Bhuvaneswari, Asst. Professor
3. D.Sri Naga Prasanna, Asst. Professor

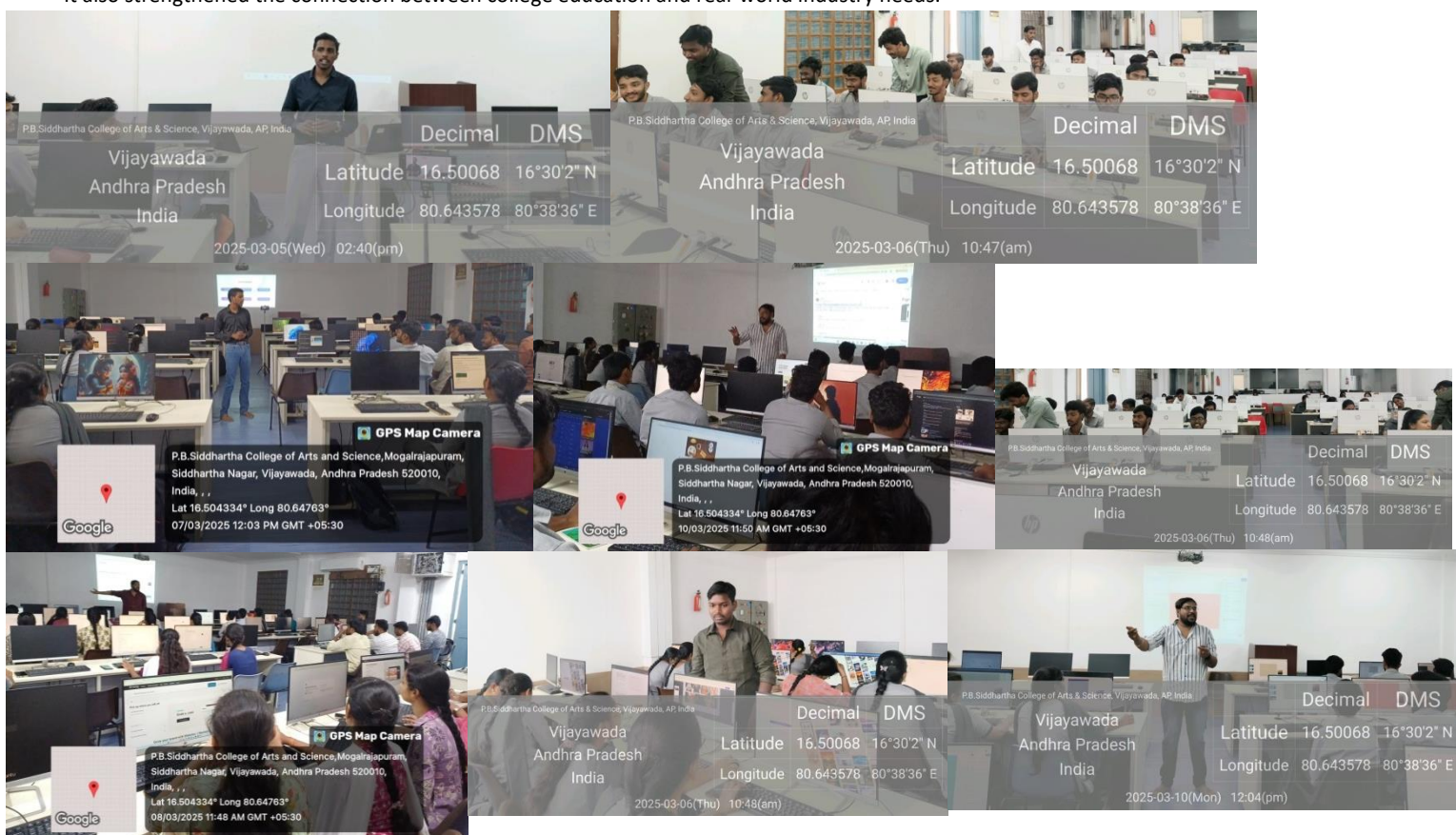
Core Focus Areas:

- **Digital Marketing:** Understanding online marketing strategies, SEO, social media marketing, and advertising campaigns.
- **Web Development:** Learning front-end and back-end technologies, responsive design, and CMS platforms.
- **Creative Content Creation:** Developing skills in video editing, graphic design, storytelling, and branding.

Day	Topics Covered
Day - 1	How to Grow as Student, Introduction Frontend and Back-end (HTML, CSS, JavaScript, Data base, server, API), Server-side vs Client Side, Writing Persona, Story Board, Prototype, Creating a website using Gamma AI
Day - 2	Content Rewriting in an AI Website, Introduction to Digital Marketing, Introduction to SEO, How to Analyse SEO of W-Webpage using tool detailed SEO Extension, What is On Page SEO for a webpage Content Creation?
Day - 3	Doing On Page SEO for a Webpage, Introduction to Graphic Design, Terminologies in Graphic Design, Creating a simple Poster in Canva.
Day - 4	Web Hosting using GoDaddy, Hostinger, Infinityfree, Dukhan
Day - 5	Developing a web application using Figma

Outcomes:

- Students gained a clear understanding of digital marketing, web development, and content creation.
- Many students created their own websites and digital portfolios.
- The workshop helped students improve their job skills and think about starting their own businesses.
- It also strengthened the connection between college education and real-world industry needs.



Dr.T.S.Ravi Kiran, HoD

Dr.M.Ramesh, Principal