



SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

L e a r n i n g a t i t s b e s t

Affiliated to JNTUH - Approved by AICTE

Date: 01/11/2021.

To
The Principal,
Sumathi Reddy Institute of Technology for Women,
Warangal, Telangana

Subject: Approval for conducting One Week Workshop on Effective Marketing and Branding – 8th November to 13th November 2021.

Respected Madam,

This is to bring to your kind notice that the Department of CSE would like to organize a One Workshop on Effective Marketing and Branding – 8th November to 13th November 2021. We request you to approve the workshop.

Thank you.

Yours' Sincerely

Dr. E. Sudarshan

HoD, CSE



Principal

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (TS)



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CIRCULAR

No. SRITW/Prin/Workshop/2021/2

Dt: 05/11/2021

All the Students and faculty are hereby informed that, one week workshop on **Effective Marketing and Branding** will be conducted from 08/11/2021 to 13/11/2022, interested students can contact **M. Ranjith Kumar, Assistant Professor, Dept of CSE** for registration.

Principal

PRINCIPAL

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (TS)

Circulate in all the classes.

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3. In-charge, Exam Branch
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Principal

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (TS)

ONE WEEK WORKSHOP

On

Effective Marketing and Branding

8th Nov - 13th Nov 2021

APPLICATION FORM

Name :

Designation :

Address :

Phone/ Mobile No. :

E-mail address :

Date:

Signature of Applicant

SPONSORSHIP FROM THE HEAD OF THE DEPARTMENT/ORGANISATION

This is to certify that
Dr./Mr./Ms.

.....
is permitted to participate in the one
week workshop on "Effective
Marketing and Branding" to be held
from 8-13 November 2021 at SRITW,
Warangal.

Date:

About the Workshop

The workshop on "Effective Marketing and Branding" was organized with the aim of providing participants with insights and strategies to enhance their understanding of marketing and branding techniques. The event brought together professionals from various industries, allowing for the exchange of ideas and experiences in the ever-evolving field of marketing.

About Sumathi Reddy Institute of Technology for Women (SRITW)

Sumathi Reddy Institute of Technology for Women (SRITW) was established in the year 2009 by the great educationalist Sri A. Varada Reddy garu with a clear vision to Empower women in the field of Science & Technology and transform them as Innovators, Leaders and Entrepreneurs. Sumathi Reddy Institute of Technology for Women, a comprehensive and student centric college offering undergraduate programs with state of the art infrastructure, sophisticated labs, amphitheater, conference room, standard sports facilities, smart classrooms, campus connected hostel, green campus, Abutting to National high way.

Registration Fee Details

No Registration Fee. Only Limited seats are available. Please send the soft copy of the registration form duly signed as per the format to sritcsdept@gmail.com.



Rupa
Principal
Sumathi Reddy Institute of Technology for Women
Ananthasagar (V) Hasanparthy (M)
WARANGAL - 506 371 (TS)



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ONE WEEK WORKSHOP

On

Effective Marketing and Branding

8th Nov - 13th Nov 2021

Organized by
Department of Computer
Science and Engineering

Resource Person
Ms M. Swapna, Founder,
Trendy Jutes, Hyderabad

Convener
Dr. I. Rajasri Reddy
Principal
Sumathi Reddy Institute of
Technology for Women

Co-ordinator
Mr. M. Ranjith Kumar

Assistant
Professor, CSE
Sumathi Reddy Institute of
Technology for Women



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Report on Effective Marketing and Branding – One Week Workshop

Date: 8/11/2021-13/11/2021

Venue: SRITW

Participants: 35

Resource Person: Ms M. Swapna, Founder, Trendy Jutes, Hyderabad

Contact No: 7093046235

The workshop on "Effective Marketing and Branding" was organized with the aim of providing participants with insights and strategies to enhance their understanding of marketing and branding techniques. The event brought together professionals from various industries, allowing for the exchange of ideas and experiences in the ever-evolving field of marketing.

Date	Session 1 (10:00 AM to 12:30 PM)	Session2 (1:30 PM to 4:00 PM)
8/11/2021	The Fundamentals of Marketing	Building a Strong Brand Identity
9/11/2021	Building a Strong Brand Identity	Digital Marketing and Online Presence
10/11/2021	Digital Marketing and Online Presence	Storytelling in Marketing
11/11/2021	Data-Driven Marketing Strategies	Data-Driven Marketing Strategies
12/11/2021	Field Visit to near industry	
13/11/2021	Brand Consistency and Customer Loyalty	Valedictory

1. The Fundamentals of Marketing: The workshop began with an overview of the key concepts in marketing. Participants were introduced to the 4Ps of marketing (Product, Price, Place, Promotion) and their significance in crafting a successful marketing strategy.
2. Building a Strong Brand Identity: This session focused on the essential elements of branding. Participants learned about the significance of a strong brand identity, including the logo, colors, typography, and brand voice.
3. Digital Marketing and Online Presence: With the increasing importance of digital platforms, this session explored various digital marketing channels such as social media, content marketing, email marketing, and search engine optimization.



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4. **Storytelling in Marketing:** The power of storytelling in marketing was highlighted in this session. Participants learned how storytelling can create an emotional connection with customers, making the brand more relatable and memorable. Techniques to craft compelling brand stories that resonate with the audience were discussed, and participants were encouraged to develop their narratives.

5. **Data-Driven Marketing Strategies:** The workshop delved into the role of data in shaping effective marketing strategies. Participants were introduced to tools for gathering and analyzing consumer data, enabling them to make informed decisions about target audiences, content preferences, and campaign effectiveness. The session stressed the importance of continuous analysis and adaptation based on data insights.

6. **Brand Consistency and Customer Loyalty:** Maintaining brand consistency to build customer trust and loyalty was the focal point of this session. Participants explored how delivering consistent experiences across various touchpoints fosters a sense of reliability and credibility. Strategies to nurture long-term customer relationships were shared, including personalized communication and excellent post-purchase support.

Conclusion: The workshop on Effective Marketing and Branding proved to be a valuable learning experience for all participants. The various sessions provided practical insights and actionable strategies that can be applied to enhance marketing efforts and strengthen brand identities. The interactive nature of the workshop facilitated networking and knowledge sharing among professionals from diverse backgrounds.

M. Ranjith Kumar

Coordinator

Principal

**Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
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Ms. Swapna Delivering the session in A One Week Workshop on "Effective Marketing and Branding" during 8/11/2021-13/11/2021.



Rijan

Principal

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Participants List

Workshop on Effective Marketing and Branding 8th November - 13th November 2021

S.NO.	NAME OF THE FACULTY	Designation	Department	Name of the Institution
1	Mr. K.Santhosh	Associate Professor	CSE	Jayamukhi Institute of Technology and Science
2	Mr.G.Anil	Associate Professor	EEE	Jayamukhi Institute of Technology and Science
3	Mr.M.Satyanarayana	Associate Professor	EEE	Jayamukhi Institute of Technology and Science
4	Sri K.Shashank	Assistant Professor	MBA	KITS, Warangal
5	Dr. B.Naresh	Assistant Professor	MBA	KITS, Warangal
6	Smt. S.Sarika	Assistant Professor	MBA	KITS, Warangal
7	Sukhaveerji Ghate	Assistant Professor	CSE	SRITW, Warangal
8	Erukala Sudarshan		CSE	SRITW, Warangal
9	Mannanuddin Khaja	Assistant Professor	CSE	SRITW, Warangal
10	Venkatesh Naramula	Assistant Professor	CSE	SRITW, Warangal
11	Jorika Vedika	Assistant Professor	CSE	SRITW, Warangal
12	Ranjith Kumar Marrikukkala	Assistant Professor	CSE	SRITW, Warangal
13	Dhandapani Kothandaraman	Assistant Professor	CSE	SRITW, Warangal
14	Sravanthi Thota	Assistant Professor	CSE	SRITW, Warangal
15	Sruthi Mamidala	Assistant Professor	CSE	SRITW, Warangal
16	Swetha Mucha	Assistant Professor	CSE	SRITW, Warangal
17	Srinivas Kalime	Assistant Professor	CSE	SRITW, Warangal
18	Umalwara Mohammed	Assistant Professor	CSE	SRITW, Warangal
19	Vatte Pranathi	Assistant Professor	CSE	SRITW, Warangal
20	Vasam Srinivas	Assistant Professor	CSE	SRITW, Warangal
21	Hari Krishna Enugula	Assistant Professor	CSE	SRITW, Warangal
22	Konreddy Thirupathi	Assistant Professor	ECE	SRITW, Warangal
23	Anitha Maddhi	Assistant Professor	ECE	SRITW, Warangal
24	Mekala Sravanthi	Assistant Professor	ECE	SRITW, Warangal
25	Nandikonda Swathi	Assistant Professor	ECE	SRITW, Warangal
26	Sharvani Yedulapuram	Assistant Professor	ECE	SRITW, Warangal
27	Sujitha Chinthala	Assistant Professor	ECE	SRITW, Warangal
28	K.Divya	Assistant Professor	CSE	SRITW, Warangal
29	T.Srikanth	Assistant Professor	CSE	SRITW, Warangal
30	B.Latha	Assistant Professor	CSE	SRITW, Warangal
31	Dr.I.Rajasri	Assistant Professor	H&SC	SRITW, Warangal
32	Mr.A.Rajesh	Assistant Professor	H&SC	SRITW, Warangal
33	Mr.N.Sambasiva Rao	Assistant Professor	H&SC	SRITW, Warangal
34	Mr.K.Bala Srinivas	Assistant Professor	H&SC	SRITW, Warangal
35	Dr.G.Shyam Sunder	Assistant Professor	H&SC	SRITW, Warangal



Rajan

Principal

Sumathi Reddy Institute of Technology for Women

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Ranjith

**M.Ranjith kum
Coordinator**



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Day wise Attendance:

Workshop on 'Effective Marketing and Branding'
8th November - 13th November 2021

S.NO.	NAME OF THE PARTICIPANT	8/11/2021	9/11/2021	10/11/2021	11/11/2021	12/11/2021	13/11/2021
1	Mr. K.Santhosh	Santh	Santh	Santh	Santh	Santh	Santh
2	Mr.G.Anil	Anil	Anil	Anil	Anil	Anil	Anil
3	Mr.M.Satyanarayana	MS	MS	MS	MS	MS	MS
4	Sri K.Shashank	Shashank	Shashank	Shashank	Shashank	Shashank	Shashank
5	Dr. B.Naresh	Naresh	Naresh	Naresh	Naresh	Naresh	Naresh
6	Smt. S.Sarika	Sarika	Sarika	Sarika	Sarika	Sarika	Sarika
7	Sukhaverji Ghate	Sukh	Sukh	Sukh	Sukh	Sukh	Sukh
8	Erukala Sudarshan	Sudarshan	Sudarshan	Sudarshan	Sudarshan	Sudarshan	Sudarshan
9	Mannanuddin Khaja	Mannan	Mannan	Mannan	Mannan	Mannan	Mannan
10	Venkatesh Naramula	Venka	Venka	Venka	Venka	Venka	Venka
11	Jorika Vedika	Vedika	Vedika	Vedika	Vedika	Vedika	Vedika
12	Ranjith Kumar Marrikukkala	Ranjith	Ranjith	Ranjith	Ranjith	Ranjith	Ranjith
13	Dhandapani Kothandaraman	Dhandapani	Dhandapani	Dhandapani	Dhandapani	Dhandapani	Dhandapani
14	Sravanthi Thota	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi
15	Sruthi Mamidala	Sruthi	Sruthi	Sruthi	Sruthi	Sruthi	Sruthi
16	Swetha Mucha	Swetha	Swetha	Swetha	Swetha	Swetha	Swetha
17	Srinivas Kalime	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas
18	Unalwara Mohammed	Unalwara	Unalwara	Unalwara	Unalwara	Unalwara	Unalwara
19	Vatte Pranathi	Pranathi	Pranathi	Pranathi	Pranathi	Pranathi	Pranathi
20	Vasam Srinivas	Vasam	Vasam	Vasam	Vasam	Vasam	Vasam



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21	Hari Krishna Enugula	Harikrishna	Harikrishna	Harikrishna	Harikrishna	Harikrishna	Harikrishna
22	Konreddy Thirupathi						
23	Anitha Maddhi	Anitha	Anitha	Anitha	Anitha	Anitha	Anitha
24	Mekala Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi
25	Nandikonda Swathi	Swathi	Swathi	Swathi	Swathi	Swathi	Swathi
26	Sharvani Yedulapuram	Sharvani	Sharvani	Sharvani	Sharvani	Sharvani	Sharvani
27	Sujitha Chinthala	Sujitha	Sujitha	Sujitha	Sujitha	Sujitha	Sujitha
28	K.Divya	Divya	Divya	Divya	Divya	Divya	Divya
29	T.Srikanth	Srikanth	Srikanth	Srikanth	Srikanth	Srikanth	Srikanth
30	B.Latha	Latha	Latha	Latha	Latha	Latha	Latha
31	Dr.I.Rajasri	Rajasri	Rajasri	Rajasri	Rajasri	Rajasri	Rajasri
32	Mr.A.Rajesh	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh
33	Mr.N.Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao
34	Mr.K.Bala Srinivas	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas
35	Dr.G.Shyam Sunder	Shyam	Shyam	Shyam	Shyam	Shyam	Shyam

Rajan

Principal

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M.Ranjith Kumar
**M.Ranjith Kumar
Coordinator**



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blueprismi



CERTIFICATE

THIS IS TO CERTIFY THAT

A Rajesh

Has successfully completed Workshop on

“Effective Marketing and Branding”

Held from 8nd to 13th November 2021

At

Sumathi Reddy Institute of Technology for Women, Warangal

M.Ranjith Kumar
Coordinator



Dr.E.Sudharshan
HOD CSE

Principal

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

WARANGAL - 506 371 (TS)

Dr. I. Rajasri Reddy
Principal