

AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY

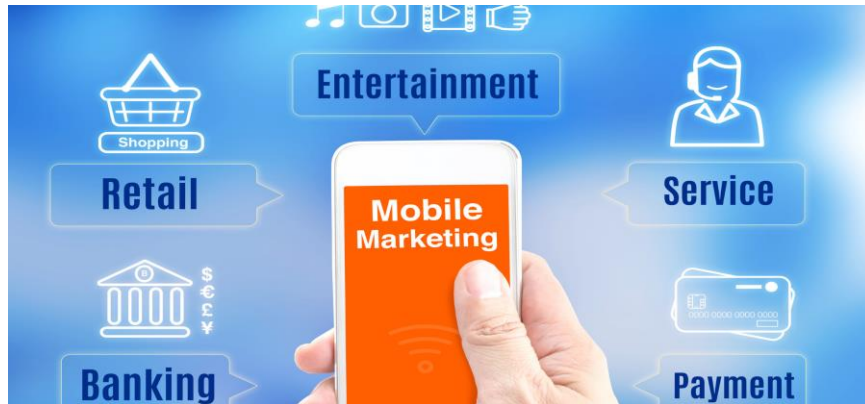
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Accredited by NAAC and Recognized under 2(f) & 12 (b) by UGC, New Delhi)
Tamaram, Makavarapalem, Narsipatnam (RD), Visakhapatnam-531113



Certificate Course
On

MOBILE MARKETING

From 13th Nov, 2023 to 17th Nov, 2023



ORGANIZED BY
DEPARTMENT OF MANAGEMENT STUDIES
AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY
MAKAVARAPALEM (V), VISAKHAPATNAM-531113

AVANTHI INSTITUTE OF ENGINEERING & TECHNOLOGY



AIET started in the year 1999 and offers various courses at Engineering and PG level. The college is providing with rooms, computer centre, laboratories and seminar hall with audio-visual equipments. Industry Institute interaction is conducted regularly to emphasize on the latest trends in the present market.

It is very near to Narsipatnam. Frequent bus facilities are available both from and to Visakhapatnam and Narsipatnam. Very safe and secure hostel facility is available for Girl students. These are the additional facilities besides excellent academic atmosphere in the college campus.

DEPARTMENT OF MANAGEMENT STUDIES

The MBA Department was established in the year 2004 with an intake of 60 students and this was increased to 120 students in the 2012. The department has an eminent faculty and well supported infrastructure and laboratories. The faculty keeps abreast with the latest advances in technology and ensures that hardware equipment and related software are upgraded to ensure its students are able to keep pace with current trends in technology and the industry. The department also offers a Post – Graduate courses. The students are encouraged to participate in workshops, industrial internship, industrial visits and seminars; along with the projects assigned during the course, these activities enable them to broaden their outlook and build

in professionalism that makes their transition from college to industry smoother after graduation. Recent advances of sensor technologies have been powered by high-speed and low-cost electronic circuits, novel signal processing methods, and advanced manufacturing technologies. The synergetic interaction of new developments in these fields provides promising technical solutions increasing the quality, reliability, and economic efficiency of technical products

ABOUT THE COURSE

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smart phones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location. Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, e-mail, SMS and MMS, social media, or mobile applications. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services, appointment reminders and ideas.

Mobile marketing is a component of the digital marketing that will targets the customers who has the access of the information through the mobile devices. When implementing a mobile marketing the strategy, companies must take into account government regulations, differences between the devices, and the where links direct users. Mobiles is an important aspect of the company's overall of a marketing strategy, but it should complement other channels instead of being the only focus. The right technology can allow a company to successfully deliver messages via mobile while connecting the mobile strategy to other channels and avoiding issues

TOPICS TO BE COVERED

Day 1 : Location-based marketing

Day 2 : SMS marketing

Day 3 : QR code marketing

Day 4 : Push notification marketing

Day 5 : Mobile apps

For Registration please contact Mrs L.Krishna Veni, Assistant Professor, MBA

CHIEF PATRON

Smt.M.Ganeswari
President, Avanthi Educational Society

PATRON

Dr. C P V N J Mohan Rao
Principal,
Avanthi Institute Of Engineering And Technology

CHAIRMAN

Dr. T Srinivasa Rao
Head of the Department
Electrical & Electronics Engineering

COORDINATORS

Mrs.L.Krishna Veni
Asst. Professor



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Dt: 10-11-2023.

CIRCULAR

This is to inform to all I & II MBA students that our department is planning to conduct one week course on “ **MOBILE MARKETING** ” schedule on 13th Nov 2023 to 17th Nov 2023. It is directed to always students of I & II MBA students to utilise this opportunity to enhance your skills. For more details about registration process and participation contact course coordinator L.Krishna veni, Assistant professor .

Resource Person 1: Dr.G.V.Rama Krishna Rao

Associate professor

Vignan Institute For Women

Visakhapatnam

2: Dr.K.V.B.Ganesh

Associate Professor

K.L.University, Guntur

Dr.B.Lova

Head of the Department

Department of MBA

Avanthi Institute of Engg. & Technology
Tamaram, Makavarapalem Md.,
Anakapalli District., Pin: 531 113

Copy to: Principal, AIET



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DEPARTMENT OF MANAGEMENT STUDIES

MOBILE MARKETING

Duration : 13th Nov 2023 to 17th Nov 2023

SYLLABUS

Day 1 : Describe Location-based marketing

Day 2 : Using SMS marketing

Day 3 : Creating QR code marketing

Day 4 : Using Push notification marketing

Day 5 : Using Mobile apps

L.K.Veni
Coordinator

B. S. S.
HOD

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DEPARTMENT OF MANAGEMENT STUDIES

MOBILE MARKETING

Duration : 13th Nov 2023 to 17th Nov 2023

SCHEDULE

Day-1 (30/01/2023)

- 09:00 to 10:00 Inaugural Session
10:00 to 12:00 Introduction to Digital Marketing
12:00 to 01:00 Lunch Break
01:00 to 04:00 Importance of Digital Marketing Uses geo location technology to send targeted messages to customers based on their location.

Day-2 (31/01/2023)

- 09:00 to 12:00 Introduction to SMS Marketing
12:00 to 01:00 Lunch Break
01:00 to 04:00 Sends text messages to customers with promotions, alerts, and other offers

Day-3(01/02/2023)

- 09:00 to 12:00 Creating bar codes
12:00 to 01:00 Lunch Break
01:00 to 04:00 Uses scannable barcodes to direct customers to websites, landing pages, or other content.



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Day-4(02/02/2023)

- 09:00 to 12:00 Notification about marketing through device
12:00 to 01:00 Lunch Break
01:00 to 04:00 Sends real-time messages directly to a user's device, even when they aren't using the app.

Day-5(03/02/2023)

- 09:00 to 12:00 How device Businesses can create apps to share information
12:00 to 01:00 Lunch Break
01:00 to 04:00 Create to share information with customers, such as upcoming events, deals, or software updates.

L.K. Veni
Coordinator

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DEPARTMENT OF MANAGEMENT STUDIES

MOBILE MARKETING

From 13th Nov, 2023 to 17th Nov, 2023

Ist year MBA Students Attendance

S.NO	REG NO	NAME OF THE STUDENT	13/11	14/11	15/11	16/11	17/11
1	23811E0001	BOGGARAPU LAKSHMI LAVANYA	✓	✓	✓	✓	✓
2	23811E0002	ETHAMSETTI RAJULANAIDU	✓	✓	✓	✓	✓
3	23811E0003	GARAGA RAMESH	✓	✓	✓	✓	✓
4	23811E0004	KARRI VENKATA SIVA	✓	✓	✓	✓	✓
5	23811E0005	LEKKALA TEJASWI VIJAYA KUMAR	✓	✓	✓	✓	✓
6	23811E0006	PALLA HARISH	✓	X	✓	✓	✓
7	23811E0007	PILLA VAMSI SAI	✓	✓	✓	✓	✓
8	23811E0008	AKBARALI JAVITH ASHRAF	✓	✓	✓	✓	✓
9	23811E0009	ANNAMREDDI SWAMI NAIDU	✓	✓	✓	✓	✓
10	23811E0010	BAIPUREDDI TRINADH	✓	✓	✓	✓	✓
11	23811E0011	CHINTAKAYALA KALYAN	✓	✓	✓	✓	✓
12	23811E0012	CHINTALA RAJ KUMAR	✓	✓	✓	✓	✓
13	23811E0013	CHITIKELA ATCHIYAMMA ANUSHA	✓	✓	✓	✓	✓
14	23811E0014	GANDI MADHANA KUMAR	✓	✓	✓	✓	✓
15	23811E0015	GOPALADAS VASANTHI	X	✓	✓	✓	✓
16	23811E0016	GUMMADI SUMANTH KUMAR	✓	✓	✓	✓	✓
17	23811E0017	K LALITH VARMA	✓	✓	✓	✓	✓
18	23811E0018	KALLEMPUDI KISHORE	✓	✓	✓	✓	✓
19	23811E0019	KARRI ANUSAI	✓	✓	✓	✓	✓
20	23811E0020	KASIREDDY RAJESH	✓	✓	✓	✓	✓
21	23811E0021	LAGUDU LAVANYA	✓	✓	✓	✓	✓
22	23811E0022	LANKA MANISHA	✓	✓	✓	✓	✓
23	23811E0023	LANKA YASWANATH	✓	✓	✓	✓	✓
24	23811E0024	LOKAVARAPUI VAMSI KRISHNA	✓	✓	✓	✓	✓
25	23811E0025	MUNASA MOHAN	✓	✓	✓	✓	✓
26	23811E0026	MURUKURTHI LOVA SIMHADRI	✓	✓	X	✓	✓
27	23811E0027	MYLAVARAPU GANESH KUMAR	✓	✓	✓	✓	✓
28	23811E0028	MYLAVARAPU KUSA RAJU	✓	✓	✓	✓	✓
29	23811E0029	PAILA KRISHNAVENI	✓	✓	✓	✓	✓
30	23811E0030	PALLA RAMARAJU	✓	✓	✓	✓	✓
31	23811E0031	PEDAPATI UMA MAHESWARI	✓	✓	✓	✓	✓



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32	23811E0032	PEDIREDLA RAMYA	✓	✓	✓	✓	✓
33	23811E0033	POODI SATYA LAKSHMI	✓	✓	✓	✓	✓
34	23811E0034	SHAIK MOHAMMAD ALI JINNAH	✓	✓	✓	✓	✓
35	23811E0035	SHEIKH MOHAMMAD	✓	✓	✓	✓	✓
36	23811E0036	TAMARANA PAVAN	✓	x	✓	✓	✓
37	23811E0037	VANIMINA DURGA PRASAD	✓	✓	✓	✓	✓
38	23811E0038	VASAM AJAY KISHORE	✓	✓	✓	✓	✓
39	23811E0039	VISARAPU SURYA TEJA	✓	✓	✓	✓	✓
40	23811E0040	SALAPU KUMITHA	✓	✓	✓	✓	✓
41	23811E0041	VUPPALA SIVA LAKSHMI	✓	✓	✓	✓	✓
42	23811E0042	KAREDDI VARAHA SATSIHKUMAR	✓	✓	✓	✓	✓
43	23811E0043	PALLELA LAKSHMANA SAI	✓	✓	x	✓	✓
44	23811E0044	YEJJALA JYOTHI	✓	✓	✓	✓	✓
45	23811E0045	AAKASAPU SAROJINIDEVI	✓	✓	✓	✓	✓
46	23811E0046	YEKA YESEBU	✓	✓	✓	✓	✓
47	23811E0047	JAKKU DIVYASRI	✓	✓	✓	✓	✓

L. Kavya
Coordinator

B. K. S.
HOD

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DEPARTMENT OF MANAGEMENT STUDIES

A Course On

MOBILE MARKETING

From 13th Nov, 2023 to 17th Nov, 2023



L. K. Veni
Coordinator

B. J. O.
HOD.,
Avanthi Institute of Engg. & Technology
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Anakapalli District., Pin: 531 113



AVANTHI

INSTITUTE OF ENGINEERING AND TECHNOLOGY

Tamaram (V), Makavarapalem (M), Visakhapatnam Dist. 531113.

(Approved by AICTE, Accredited by NAAC, Permanently Affiliated to JNTU Kakinada)

Certificate of Participation

This is to certify that Mr./Ms. _____ of _____ has participated in the Certificate Course entitled On **MOBILE MARKETING** from **13th NOVEMBER 2023 to 17th NOVEMBER 2023** was organised by the Department of Management studies at Avanthi Institute of Engineering And Technology

Coordinator

HOD

Principal



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Department of Management Studies

Dt: 20-11-2023

BRIEF REPORT

Department of MBA, Avanthi Institute of Engineering and Technology had organized a certificate course on “Mobile Marketing” during 13-11-2023 to 17-11-2023

Dr.G.V.Rama Krishna Rao, Associate Professor, from Vignan Institutes explained Mobile marketing is a type of promotional activity that uses smartphones and other handheld devices to reach an audience. It can include methods like push notifications, marketing emails, and advertisements. The growing internet usage and rising middle class form a large and profitable mobile marketing opportunity. Furthermore, the varied cultural environment and multitude of languages in the region offer distinct possibilities for targeted marketing strategies.

Dr K.V.B.Ganesh, Associate Professor from K.L.University explained that Mobile marketing allows you to reach highly targeted customer segments and engage them with through relevant marketing camps. Advantages of mobile marketing include: Accessible and Immediate – you can reach an audience from anywhere at any time, the fastest way to communicate with customers. It is used widely across all health care, education, insurance, artificial intelligence, retail, and manufacturing to understand what’s working and what’s not, to improve processes, systems, and profitability.

L.K.Venuri
Coordinator

B.S.R.
Head of the Department

Department of MBA
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