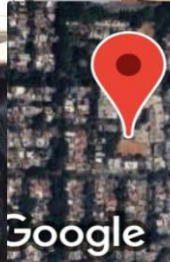




## Activity Report

Academic year 2022-23	
1.Basic details	
Name of Activity	Lakshya –Marketing Club
Date	13-05-2023
Faculty	Dr.Sushma.C
Organized by Name of Department/ Name of Committee/ Club	Department of Business Administration
Coordinator/ In-charge of Activity	Dr. Sushma.C
Time	10:30AM
Venue	Seminar Hall
Activity for Class/Group	IV semester, BBA students
Nature: Academic /Co- curricular/extracurricular/other	Academic (Marketing Club)
2.Brief information about Activity	
Topic /Subject of activity	Role of Marketing analytics
Objectives of the activity	- To provide insight into marketing analytics.
Methodology	Offline Guest Lecture
Outcome of Activity	-Students got exposure to marketing analytics
3.Proofs attached Letters /Attendance sheet/Certificate/ Feedback/Account document /Photo etc.	



**Bengaluru, Karnataka, India**

CA 17, 36th Cross Rd, 4th T Block East, RV INSTITUTE OF  
MANAGEMENT, Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka  
560041, India

Lat 12.922284°

Long 77.592615°

13/06/23 10:25 AM GMT +05:30

 **GPS Map Camera**




**Bengaluru, Karnataka, India**

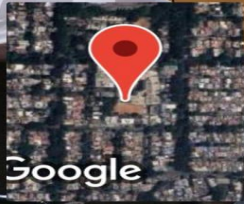
CA 17, 36th Cross Rd, 4th T Block East, RV INSTITUTE OF MANAGEMENT, Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka 560041, India

Lat 12.922284°

Long 77.592615°

13/06/23 10:34 AM GMT +05:30

 **GPS Map Camera**



Dr. Sushma c

Activity In-charge

