



ST.XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2025-26

Name of Activity	One Day Workshop In Digital Marketing
Date/Duration	19 th September, 2025 2 Hours
Venue	PG Conference Room
Name of organizing Department/Cell	Department Of Commerce In Collaboration With Institution's Innovation Council
In collaboration with	
Name/s of Faculty Coordinator	Ms. Victorya Rodrigues
Stratum of Event	College Level
Name & details of Resource Person/s If any	Mr. Ruben Rodrigues (Mr. Kurkurit) Content Creator, Margao Goa
Report	The Department of Commerce held a Digital Marketing Workshop on September 19, 2025. The Guest Speaker was Mr. Reuben Rodrigues popularly known as Mr. Kurkurit. The programme was coordinated by Ms. Victorya Rodrigues. The session emphasized the growing relevance of digital marketing in today's social media-driven world and showcased Mr. Rodrigues' accomplishments, including successful campaigns and extensive industry experience. A total of 73 students participated in the event. Throughout the day, students actively engaged with the content, exploring marketing strategies through real-life examples, practical demonstrations, and creative exercises. Activities encouraged them to think outside the box, plan thoughtfully, and consider how to engage audiences effectively, while discussions on managing online challenges offered valuable professional insights. Students also had the opportunity to conceptualize digital content and brainstorm innovative ideas, applying the concepts in a hands-on

	setting. The interactive Q&A that followed allowed participants to clarify doubts about freelancing, career opportunities, and digital tools, making the learning experience more relatable and practical. The workshop left a lasting impression, sparking curiosity, inspiring creativity, and equipping students with practical skills and insights they can carry forward into their own digital marketing journeys. The programme ended at 2pm.
Brochure/Poster	https://xavierscollegegoa.ac.in/wp-content/uploads/2025/09/brochure-9.pdf
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2025/09/1-2-1.pdf
List of participants With signatures	https://xavierscollegegoa.ac.in/wp-content/uploads/2025/09/attendance-1-1.pdf
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