



ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2026-27

Name of Activity	Workshop on Digital Marketing and Public Relations
Date/ Duration	7 th October 2026 10.00-11.00 a.m.
Venue	Seminar Hall
Name of organizing Department/Cell	TIP Cell
In collaboration with	Fifteen73 Media
Name/s of Faculty Co-ordinators	Ms. Kimberley Barros, Mr. Aaron-Paul Fernandes
Stratum of Event	College
Name & details of Resource Person/s if any	Ms. Richita Vaz, Mr. Kalpesh Kubal. HR- Ms. Maeve Dias from Fifteen73 Media
Report	<p>Objectives: The session aimed to provide students with practical insights into the rapidly evolving fields of digital communication, social media and public relations.</p> <p>Brief description: The session commenced with an introduction to the resource persons and the theme of the workshop. As a gesture of welcome, Ms. Ruella Dsouza, convenor of TIP cell, presented a potted plant to Ms. Maeve Dias, HR, Fifteen73 Media; Mr. Aaron Paul Fernandes presented a potted plant to Mr. Kalpesh Kubal, while Ms. Kimberly Barros presented a potted plant to Ms. Richita Vaz.</p> <p>The first session was conducted by Mr. Kalpesh Kubal, In-charge of Public Relations and Media Communication, who addressed the students on the significance of Public Relations. He explained how PR plays an important role in creating, maintaining and strengthening the public image of brands and organizations. His session highlighted the importance of effective communication, media relations and maintaining positive relationships with different stakeholders.</p> <p>Following this, Ms. Richita Vaz, In-charge of Social Media and Brand Management at Fifteen73, began her session. She spoke about Digital Marketing and Social media, highlighting the growing importance of digital platforms in contemporary marketing communication. She explained how organizations use social media and other digital channels to reach their target audiences, communicate their brand identity and engage with consumers.</p>

	<p>The resource persons also introduced the students to Fifteen73 Media, the organization they are associated with, and shared examples of its professional work and collaborations. Various brands, including FC Goa, Fly91, Museum of Goa, Drishti, Healthway, Simaero, AQuAD and the Serendipity Arts Festival, were discussed. The speakers also referred to The Indian Express (online news) and 4x4 magazine, along with brands such as Mercedes-Benz and VLHAs to illustrate different aspects of media, public relations, digital communication and brand collaborations. They also clarified strategies in crisis management and addressed questions from the students.</p> <p>Outcomes: The session concluded with students understanding the importance of building a professional digital presence and communicating effectively with different audiences. It also helped bridge the gap between classroom concepts and their application in the media and marketing industry.</p> <p>Number of Beneficiaries: 79</p>
Brochure/Poster	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Digital-marketing-and-PR-Brochure.pdf
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Digital-Marketing-and-PR-1.pdf
List of participants with signatures	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Digital-Marketing-and-PR-Workshop-Attendance-7th-Oct-26.pdf
Certificate	NA