



Department of Electronics and Telecommunication Engineering
K. K. Wagh Institute of Engineering Education and Research
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Innovative Teaching – Learning Activity

Presentation activity

Class: TY

Course: Digital marketing

Objectives:

1. Students will be able to prepare and present the given topic in group.
2. To strengthened their creativity, technical and communication skills.

Outcomes:

1. Working in a group strengthened teamwork and collaboration among students.
2. The students' communication skills were enhanced and confidence in public speaking was boosted.

Details of the activity: The presentation method was employed in digital marketing classes. The students presented the topics with the need, current trends and real marketing examples. The students evaluated the case studies of successful or failed digital marketing strategies and campaigns and presented their insights. Also they prepared and presented the digital marketing advertisements. This collaborative approach strengthened their creativity, technical and presentation skills.

Photos of Activity:





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Impact of the activity:

1. Activity encouraged deeper understanding of the topic by evaluating the case studies of digital marketing strategies and ad creation.
2. Encouraged discussions and feedback, fostering knowledge exchange.
3. Made learning interactive and interesting.