SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

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Department of BAMMC in collaboration with IIDE

Organises

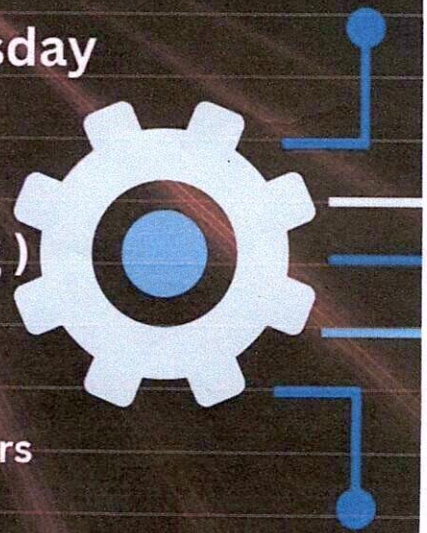
Seminar on AI in Digital Marketing and its career prospects

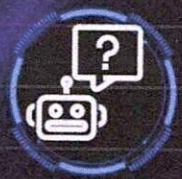


13th August,2026| Thursday

10:30AM

Room no.307 (Old Building)

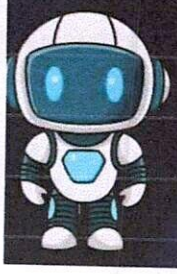


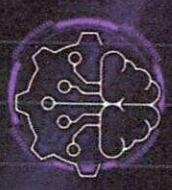


Emerging roles like Prompt Engineers and Growth Specialists



Blending AI literacy with human creativity and strategy





Data analytics platform using AI to reveal trends, etc





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Ref No. SLRTDC/26-27/ **Date: 11th August, 2026**

NOTICE

The BAMMC Department, Shree L. R. Tiwari Degree College, in collaboration with IIDE – Indian Institute of Digital Education, is organizing an insightful Seminar **on "AI in Digital Marketing and its Career Prospects."** The session aims to provide students with an understanding of how Artificial Intelligence is transforming the digital marketing industry, while offering valuable insights into emerging career opportunities, industry trends, essential skills, and future career pathways in the field.

All department students are hereby informed to attend the session.

Seminar Details:

- Date: 13th August 2026
- Time: 10:30 a.m. onwards
- Venue: Room No. 307 (Old Building)
- Speaker – Miss Shreya Ravaria - Digital Skills Mentor

Objectives of the Event

1. To introduce students to the growing role of Artificial Intelligence (AI) in Digital Marketing.
2. To create awareness about emerging career opportunities in AI-driven digital marketing and related fields.
3. To familiarize students with the latest AI tools and technologies used in content creation, social media marketing, advertising, SEO, analytics, and customer engagement.

Asst. Prof. Moumita Nath
BAMMC Coordinator

Shree L. R. Tiwari Degree College of Arts, Comm. & Sci. Mira Road (East)

Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107. Maharashtra

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Date: 14th August 2026

Report on Seminar on "AI in Digital Marketing and its Career Prospects"

Date: 13th August 2026
Time: 10:30 a.m. onwards
Venue: Room No. 307, Old Building
Organized by: BAMMC Department, Shree L. R. Tiwari Degree College
In Collaboration with: IIDE – Indian Institute of Digital Education
Speaker: Miss Shreya Ravaria – Digital Skills Mentor

The BAMMC Department of Shree L. R. Tiwari Degree College, in collaboration with IIDE – Indian Institute of Digital Education, organized an insightful seminar on **"AI in Digital Marketing and its Career Prospects"** on 13th August 2026. The session was conducted with the objective of introducing students to the growing role of Artificial Intelligence (AI) in digital marketing and creating awareness about the emerging career opportunities in this rapidly developing field.
The seminar was led by Miss Shreya Ravaria, Digital Skills Mentor, who provided students with valuable insights into the changing landscape of digital marketing and the increasing integration of AI-driven technologies in the industry.

Key Highlights of the Seminar:

Introduction to AI in Digital Marketing:

The session introduced students to the growing importance of Artificial Intelligence in the digital marketing industry. The speaker explained how AI is transforming conventional marketing practices and contributing to more efficient, data-driven, and technology-enabled approaches to marketing.

Emerging Career Opportunities:

Students were made aware of the emerging career opportunities in AI-driven digital marketing and related fields. The session highlighted the changing industry landscape and encouraged students to explore new career pathways emerging from the integration of AI with digital communication and marketing.

AI Tools and Technologies:

The seminar familiarized students with the latest AI tools and technologies being used in various areas of digital marketing. The discussion covered their applications in content creation, social media marketing, advertising, SEO, analytics, and customer engagement.

Industry Trends and Future Prospects:

The speaker discussed the evolving trends in the digital marketing industry and the increasing relevance of AI-based skills. Students were encouraged to understand the changing requirements of the industry and develop relevant digital skills to remain prepared for future career opportunities.

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Interactive Learning and Industry Exposure:

The session provided students with an opportunity to gain practical insights into the application of AI in digital marketing. The interaction helped students understand how emerging technologies are influencing professional practices and creating new possibilities within the media and marketing sector.

Objectives of the Seminar:

1. To introduce students to the growing role of Artificial Intelligence (AI) in Digital Marketing.
2. To create awareness about emerging career opportunities in AI-driven digital marketing and related fields.
3. To familiarize students with the latest AI tools and technologies used in content creation, social media marketing, advertising, SEO, analytics, and customer engagement.

Outcomes of the Seminar:

- Students gained an understanding of the growing role of AI in the digital marketing industry.
- Awareness about emerging career opportunities in AI-driven digital marketing and related fields was created.
- Students were introduced to the latest AI tools and technologies relevant to digital marketing.
- Students developed an understanding of the application of AI in content creation, social media marketing, advertising, SEO, analytics, and customer engagement.
- The session encouraged students to explore emerging industry trends and develop relevant digital skills for future career opportunities.
- Students gained valuable exposure to the changing professional landscape of digital marketing and the growing importance of AI-based technologies.

Conclusion:

The seminar on **"AI in Digital Marketing and its Career Prospects"** was an informative and insightful session that helped students understand the growing influence of Artificial Intelligence on the digital marketing industry. The session successfully created awareness about emerging career opportunities, industry trends, and the importance of acquiring relevant AI and digital skills. The insights shared by **Miss Shreya Ravaria, Digital Skills Mentor**, provided students with a better understanding of the evolving digital marketing landscape and encouraged them to explore the opportunities emerging at the intersection of Artificial Intelligence and marketing.

Moumita Nath

Asst. Prof. Moumita Nath
BAMMC Coordinator

Shree L. R. Tiwari Degree College of Arts, Comm. & Sci. Mira Road (East)

Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
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Name of the Event: SEMINAR ON AI IN DIGITAL MARKETING & CAREER PROSPECTS

Name of the Department/Committee/Cell/Club: BAMMC

Name of the Speaker: Ms. Shreya Ravaria (Digital Skills Mentor) Date: 13/08/26

Sr. No.	Name of the Students	M/F	Class	Signature
1.	Pruthvi Gandhi	F	SYBAMMC	
2.	Snehita Singh	F	SYBAMM	Snehita
3.	Sadhana Singh	F	FYBMS	Sadhana
4.	Palak Agrahari	F	FYBMS	Palak.
5.	Simran Dodiya	F	FYBAMMC	Simran
6.	Yash. P. Ahire	M	FYBAMMC	Yash
7.	Vishal. Nagarji	M	FYBAMMC	Vishal
8.	Sanchaita Bauldas	F	FYBAMMC	Sanchaita
9.	Zeel Gopani	M	SYB.COM	Zeel
10.	Karan Suthar	M	SYBCOM	Karan
11.	Anuj Singh	M	SY-BCOM	Asingh
12.	yash Shinde	M	SY.BCOM	yash
13.	Dheeraj Menon	M	SYBcom	Dh
14.	Durgesh Mishra	M.	SYB.COM	Durgesh
15.	Shraddha Tiwari	F	SYBCOM	Shraddha
16.	Amrit Soar	F	SYBCOM	Amrit
17.	Prachi Sigh.	f	SYBCOM	Prachi
18.	Manisha Yadav	F	SYBCOM	Manisha
19.	Nazshadi Patil	F	FYBAMMC	N Patil
20.	Aneeba Ayesha Sayyed Tahir	F	FYBAMMC	
21.	Karunesh Sachin Achari	M	FYBAMMC	Karunesh
22.	Raktim Mukherjee	M	FYBAMMC	R. Mukherjee
23.	Arsh Khan	M	FYBAMMC	Arsh
24.	Aryan yadav.	Male	FYBAMMC	Aryan
25.	Huda Shaikh	F	FYBAMMC	Huda

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Name of the Event: SEMINAR ON AI IN DIGITAL MARKETING & CAREER PROSPECTS

Name of the Department/Committee/Cell/Club: BAMMC

Name of the Speaker: Ms. Shreya Rawaria (Digital Skills Mentor) Date: 13/08/26

Sr. No.	Name of the Students	M/F	Class	Signature
1.	Saurabh Yadav	M	FYBAMMC	Saurabh
2.	Rahul Chaudhary	M	FYBAMMC	
3.	Sonu Kumar	M	FYBAMMC	Sonu
4.	Shivam Yadav	M	FYBAMMC	Shivam
5.	Lalita chaudhary	f	fYBAMMC	Lalita
6.	Kashish	F	TYBAMMC	Kashish
7.	Sakshi	F	TYBAMMC	
8.	Meenakshi Verma	F	SYBAMMC	
9.	Diya	F	SY BAMMC	
10.	Abhijith	M	SY BAMMC	
11.	Vijesh Nadar	M	SY bammc	
12.	Shifa Shaikh	f	TYBAMMC	
13.	fiyona Shaikh	f	SYBAMMC	
14.	Prachi	f	SY BAMMC	
15.	Aarnavi	f	SYBAMMC	Aarnavi
16.	Shagun	F	SYBAMMC	Shagun
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Attendance Sheet

Name of the Event: SEMINAR ON AI IN DIGITAL MARKETING & CAREER PROSPECTS

Name of the Department/Committee/Cell/Club: BAMMC

Name of the Speaker: Ms. Shreya Ravaria Date: 13/08/26

Sr. No.	Name of the Student	Class	Gender M/F	Signature
1.	Aakansha Mahendra Taiswar	FY-BAF	F	
2.	Khushi Maurya	FY BAF	F	Khushi
3.	Sunita K. Jangir	FYBAF	F	
4.	Anshu C. Yadav	FYBAF	F	
5.	Fatima. A. Khan	fYBAf	f	
6.	Mayuri. J. Devkar	FYBAF	F	
7.	Krishna. D. Mishra	FYBAF	F	
8.	Bhoomi. S. Singh	FYBAF	F	
9.	Janhavi. S. Malodye	FYBAF	F	
10.	Nandani Aarolkar	FYBAF	F	
11.	Chandani Pasawan	FYBAf	F	
12.	Shweta Sharma	FYBAF	F	
13.	Anshita M. Yadav	FYBAF	F	
14.	Shivani S. Sharma	FYBAF	F	
15.	Mamta Choudhary	FYBAF	F	
16.	Rubavathini Nadar	FYBAF	F	
17.	Shilpa Sav	FYBAF	F	
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Shree L. R. Tiwari Degree College of Arts, Comm & Sci. Mira Road (East)

IIDE
THE DIGITAL SCHOOL

CERTIFICATE

OF PARTICIPATION

PROUDLY PRESENTED TO

Raktim Mukherjee

for being a part of IIDE's Seminar on

AI IN DIGITAL MARKETING & ITS CAREER PROSPECTS

13th August, 2026

DATE

Karan S

KARAN SHAH,
FOUNDER & CEO, IIDE

INDIAN INSTITUTE OF DIGITAL EDUCATION
IIDE

IIDE
THE DIGITAL SCHOOL

CERTIFICATE

OF PARTICIPATION

PROUDLY PRESENTED TO

Arsh Khan

for being a part of IIDE's Seminar on

AI IN DIGITAL MARKETING & ITS CAREER PROSPECTS

13th August, 2026

DATE

Karan S

KARAN SHAH,
FOUNDER & CEO, IIDE

THE INDIAN INSTITUTE OF DIGITAL EDUCATION
IIDE

IIDE
THE DIGITAL SCHOOL

CERTIFICATE

OF PARTICIPATION

PROUDLY PRESENTED TO

Karunesh Achari

for being a part of IIDE's Seminar on

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13th August, 2026

DATE

Karan S

KARAN SHAH,
FOUNDER & CEO, IIDE

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OF PARTICIPATION

PROUDLY PRESENTED TO

Shagun Gupta

for being a part of IIDE's Seminar on

AI IN DIGITAL MARKETING & ITS CAREER PROSPECTS

13th August, 2026

DATE

Karan S

KARAN SHAH,
FOUNDER & CEO, IIDE

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Ref No: SLRTDC/ 26-27/133-A **Date: 04/08/2026**

INVITATION LETTER

To,

Ms. Shreya Ravaria
Digital Skills Mentor
IIDE, The Digital School.

Subject: Invitation to Conduct a Seminar on 'AI in Digital Marketing and its Career Prospects'

Dear Sir/Madam,

Greetings from the Department of Bachelor of Arts in Multimedia and Mass Communication (BAMMC), Shree L. R. Tiwari Degree College of Arts, Commerce and Science.

We are pleased to invite you to conduct a **Seminar on 'AI in Digital Marketing and its Career Prospects'** for our students.

- Date: 13th August 2026
- Time: 10.30am to 11.30am
- Venue: 307 old building

The seminar will provide students with practical exposure to AI in Digital Marketing, decoding the AI landscape, besides helping them understand the latest career opportunities, industry trends, required skills, and future scope.

We would be honoured by your presence and look forward to your valuable contribution to this initiative.

Vaishali

I/C Principal

Shree L. R. Tiwari Degree College of Arts, Commerce & Sci.
Hemakta Park, Mira Road (East),
Dist. Thane - 401107. Maharashtra

Received
Shreya

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Ref No: SLRTDC/ 26-27/ 133-B

Date: 13/8/2026

APPRECIATION LETTER

To,

Ms. Shreya Ravaria
Digital Skills Mentor
IIDE, The Digital School.

Subject: Appreciation for Conducting the Seminar on 'AI in Digital Marketing and its Career Prospects'.

Dear Madam,

On behalf of Shree L. R. Tiwari Degree College of Arts, Commerce and Science, we sincerely appreciate **IIDE, the Digital School** for collaborating with the BAMMC (Bachelors of Multimedia and Mass Communication) Department in organising an insightful and engaging **Seminar on 'AI in Digital Marketing and its Career Prospects'** on **13th August 2026**.

The seminar provided students with valuable practical exposure to AI in Digital Marketing, decoding the AI landscape, besides helping them understand emerging trends and diverse career opportunities. We deeply appreciate your profound expertise and the valuable contribution and support extended by IIDE, the Digital School in making the seminar informative and enriching for our students.

We look forward to continued collaboration and many more meaningful academic and industry-oriented initiatives in the future.

With sincere appreciation and best wishes.

Vaishali
for **I/C Principal**

I/C Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra

Shree L. R. Tiwari Degree College of Arts, Comm. & Sci. Mira Road (East)

Received
Shreya