

Dayananda Sagar College of Arts, Science and Commerce

Kumaraswamy Layout, Bangalore-560078

Department of Management – BBA

Marketing Club –Trio Cs

Circular

Date: 11-03-2025

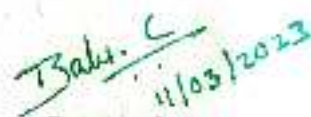
We are excited to announce that the Marketing Club is organizing an event called “**CAREER LAUNCHPAD**” on **13th March, 2025, at 2.00 PM** in Building No. 13. LinkedIn Workshop will be conducted to help you build a strong professional profile, enhance your networking skills and leverage LinkedIn effectively for career development. This session is designed to provide valuable insights into optimizing your LinkedIn profile, connecting with industry professionals and making the most out of this powerful platform. We encourage all students to participate and make the event successful. Looking forward to your enthusiastic participation!



Marketing Club Coordinator



HOD-BBA



Principal

Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bangalore - 560 111



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout Bengaluru - 560078
(Affiliated to Bangalore University)



INTERNAL QUALITY ASSURANCE CELL
DEPARTMENT OF MANAGEMENT - BBA

TRIO C'S THE MARKETING CLUB



THURSDAY 13TH MARCH
2:00PM onwards



Room No. 212
Building No. 13

Faculty Co-ordinators

Dr. Suprab K Podder
Dr. Shwetha S P
Prof. Rajendra Kumar
Prof. Praveen M V
Prof. Shruti H S

Student Co-ordinators

Captains of TMC

Rutika Deeksha
Pratham Mohan
Devika Ranjitha
Rakshan Thejaswini

Dayananda Sagar College of Arts, Science and Commerce
Kumaraswamy layout, Bengaluru-560111

Internal Quality Assurance Cell (IQAC)

**The Marketing Club – Trio C's - CAREER LAUNCHPAD: Building a
Personal Brand on LinkedIn**

Department: BBA




Date: 14/03/2025

SL No.	Particulars	Event Related Details			
1.	Event	CAREER LAUNCHPAD: Building a Personal Brand on LinkedIn			
2.	Title of the Event	CAREER LAUNCHPAD: Building a Personal Brand on LinkedIn			
3.	Date	13/03/2025			
4.	Time	2:00 PM			
5.	Venue	Room No. 212, Building No. 13			
6.	Resource Person 1 Details (Profile to be enclosed)	NA			
7.	Topics Covered	NA			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	NIL	External:	NIL
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	59	External:	NIL



Sl. No.	Particulars	Event Related Details
12.	Faculty Coordinators	Dr. Suplab Kanti Podder, Assistant Professor Dr. Shwetha. S. P, Assistant Professor Prof. Rajendra Kumar, Assistant Professor Prof. Praveen M V, Assistant Professor Prof. Shruthi H S, Assistant Professor
13.	Student Coordinator/s	Rutika Deeksha Pratham Mohan Devika Ranjini Rakshan Thejaswini
14.	Total Expenditure (Details to be enclosed)	NIL
15.	Sponsors and Amount (if any)	NIL
16.	Agenda of the Event	2:00 PM: Welcome Address 2:10 PM: Overview of the program objectives and outcomes. 2:20 PM: Selection and Registration of Online Certification Programme for career development 2:40 PM: Professional guidelines of designing CV using Canva 3:00 PM: Demonstration on Online Internship Programme 3:20 PM: Systematic procedure of Registration and Designing LinkedIn Profile 3:45: Instruction for participating Competition on "CAREER LAUNCHPAD: Building a Personal Brand on LinkedIn" 4:00 PM: Vote of Thanks
17.	Provided the link of the report uploaded on College Website	Yes

Sl. No.	Particulars	Event Related Details
18.	Provide the links of the report uploaded on social media	Yes
19.	Report sent to Newspapers? If yes, provide cuttings/images:	NO
20.	Certificates Printed? (Attach a copy**)	NO
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached? *	YES
23.	Summary of the Event (Minimum 100 words)	<p>A marketing club workshop was successfully conducted on 13th March, 2025 to guide participants in enhancing their professional growth through online certifications, CV design, online internship and LinkedIn branding. The session commenced at 2:00 PM with a welcome address, followed by an overview of the program's objectives and expected outcomes. Participants were introduced to the process of selecting and registering for online certification programs to boost career prospects. A session on professional CV design using Canva provided practical insights, followed by a demonstration of an online internship program. Attendees also learned the systematic procedure for LinkedIn profile registration and optimization. The event concluded with a vote of thanks at 4:00 PM, marking a successful and informative session aimed at equipping participants with valuable career development skills.</p>

Sl. No.	Particulars	Event Related Details
24.	Photographs of the Event	  <p>[Pic-1: Marketing Club – Trio Cs “CAREER LAUNCHPAD: Building a Personal Brand on LinkedIn” Poster]</p>  <p>[Pic.2: The Attendees are learning the systematic procedure for LinkedIn profile registration and optimization.]</p>

Smita
14/3/24
Event Coordinator

Prashant
25/03/2024
HOD/Director

A. G. Goud
25/03/24
IQAC Coordinator

Thaluk
25/03/2024
Principal

Dayananda College of Arts,
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Kumaraswamy Layout, Bengaluru-560111

Department of Management – BBA

The Marketing Club – Trio C's

Date: 13/03/2025

Venue: Building No.13

Time: 2:00 PM

EVENT: CAREER LAUNCHPAD - Building a personal brand on LinkedIn

Attendance

Sl. No.	Name of the Participants	Signature
1	Pranav Kumar	
2	Ricky Tongbram	
3	Pradeep D	
4	Lakshmi Pradeep	
5	Ravi Yadav	
6	Muhammad Zaid Khan	
7	R. Diganth Singh	
8	Praveen E	
9	Heghana R	
10	Pooja Nalk	
11	File	



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Kumaraswamy Layout, Bengaluru-560111

Department of Commerce – B.Com

The Marketing Club – Trio C's

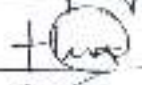

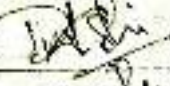
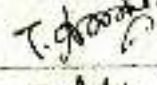
Date: 13/03/2025

Venue: Building No.13


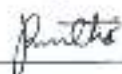
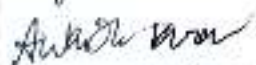

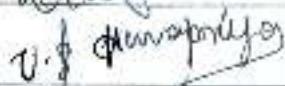
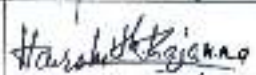
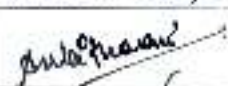
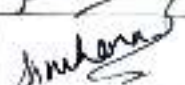
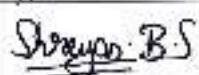
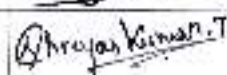
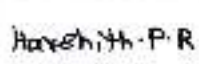
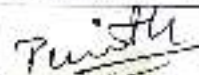
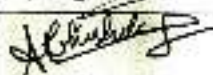
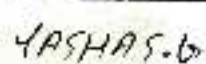

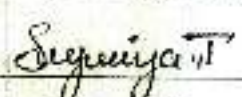
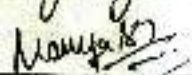

Time: 2:00 PM

EVENT: CAREER LAUNCHPAD - Building a personal brand on LinkedIn

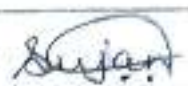
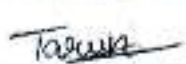
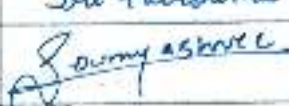
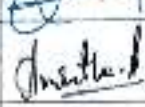
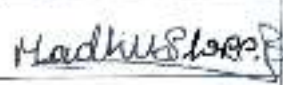

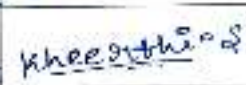
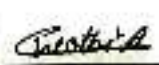
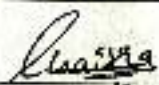
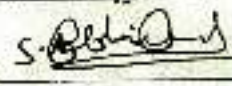
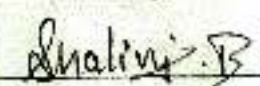
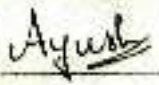
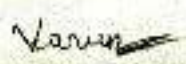
Attendance

Sl. No.	Name of the Participants	Signature
1.	Hithashree.N	
2.	Maddurmitra.S	
3.	Hema Bindu.P.G	
4.	Hongizana.R.	
5.	Nithyashree.M	
6.	Meghana.NR	
7.	Ashika Suresh.R	
8.	Eshwari M	
9.	Bhoomika.A.	
10.	Deekshitha.G	
11.	T. Arkitha.	
12.	Sanjana.V	



Sl. No.	Name of the Participants	Signature
13.	Apeksha . SP	
14.	Preeti . Pr.	
15.	BM Ankitha Kiran	
16.	Dhanya Shree .M.	
17.	Heemapsiya V.S	
18.	Harshith . R	
19.	Ankitha Rani . M	
20.	Shreehana . S	
21.	Shreyas BS	
22.	Shreyas Kumar . T	
23.	Harshith P.R	
24.	Preeti . M	
25.	Abhishek	
26.	YASHAS.G	
27.	Gurucharan . R	
28.	Suganya . T	
29.	Manya S.P	
30.	Vandana . R	



Sl. No.	Name of the Participants	Signature
31	Sujan .S	
32	Tarun Gauda	
33	Sri Harshitha Reddy .S II sem 'E'	Sri Harshitha
34	K P Boornya Shree II sem 'C'	
35	Anuradha .A IV sem 'A'	
36	Madhu Shree .P IV sem 'A'	
37	Rakshittha .M IV sem 'A' sec	Rakshittha .M
38	Shreya .R II nd Sem 'C' sec	
39	Komal verma II nd sem 'D' sec	Komal verma
40	keerthi S II nd sem 'D' sec	
41	Swathi .A II nd Sem 'C' sec	
42	Chaitra .R II nd sem 'A' sec	
43	S. Abhinandan II nd sem 'C' sec	
44	Puneeth .H II nd Sem 'C' sec	Puneeth .H
45	Shalini .B II nd sem 'C' sec	
46	Shubhashree .R II nd sem 'C' sec	shubhashree .R
47	Ayush .H .p II nd Sem 'A' sec	
48	S. VARUN ADITHYAN II nd sem 'C' sec	



The Career Launchpad - building a personal brand on LinkedIn event organized by the Marketing club was truly insightful and impactful. The event provided clear, practical guidance on how to create a strong LinkedIn profile, expand professional networks and utilize the platform for career growth.

The session was well-structured and highly interactive, with real time experiences. As a student I found it incredibly helpful in understanding how to present myself professionally and make meaningful connections in my field of interest.

I look forward to attend more such events in the future.

I Rizwan Singh
13/5/2024
Mr. R. Diganth Singh
2nd Semester BBA

