Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title   : AI for marketing

Resource person   : Mr Krushna Shiwal

Organization   : IMS Proschool

Designation   : ACCA Trainer

Contact no.   : 9172947316

Email ID   : krushna.shiwal@proschoolonline.com

Date(s) of conduction   : 25Th August, 2025

Class / Sem   : MMS

Faculty coordinator   : Dr. Swati Agrawal

DESCRIPTION

Objectives: The objective of this Digital Marketing Workshop on AI for Marketing was to introduce students to the role of Artificial Intelligence (AI) in digital marketing, highlighting how it supports consumer research, campaign design, personalization, and content creation. The aim was to bridge theory with practice, giving students exposure to real-world applications of AI in marketing.

Key Takeaways:

1. Conceptual Understanding – Students understood how AI integrates with digital marketing to enhance efficiency and accuracy.

2. Consumer-Centric Insights – The session emphasized how AI enables deeper profiling of customer behaviour, preferences, and emotional triggers.

3. Practical Application – Through examples and case-based discussions, students learned how AI can optimize campaign strategies and messaging.

4. Hands-On Demonstration – The use of ChatGPT, Perplexity, Grok, and Predis.ai provided a live example of how AI simplifies content creation, making digital marketing more engaging and time-efficient.

5. Industry Relevance – Students recognized current market trends, such as personalization and consumer behaviour, and how AI tools respond to these shifts.

Learning Outcomes:

- **Knowledge Enhancement**: Students gained clarity on AI's applications in market research, targeting, and campaign execution.

- **Skill Development**: Exposure to AI tools such as ChatGPT, Perplexity, Grok, and Predis.ai enhanced their digital literacy and creative problem-solving.

- **Strategic Thinking**: Learners developed the ability to balance data-driven insights with creativity in campaign design and video creation.

- **Career Readiness**: The session prepared students for future industry practices, where AI integration is becoming a core requirement.

Profile of resource person

Krushna Shiwal · 1st
ACCA Trainer & Product Head | AI Educator for Marketing, Finance & Operations | Driving Strategic Growth & Learner Success

Mumbai, Maharashtra, India
500+ connections

Aachal Darade, Akshata Dholwade, and 19 other mutual connections

Message ...

About

Visionary education leader with over nine years of experience transforming business growth, academic excellence, and student success in the higher education and finance sectors, now pioneering the integration of artificial intelligence into professional development.

– Current Role at IMS Proschool (Since 2024): ACCA Trainer for Knowledge Level and Skill Level subjects, alongside Part C, D, and E of CMA US Part 1, equipping students with foundational and advanced financial expertise. Beyond this, I lead the charge in embedding AI into education, specializing in its transformative applications for finance, marketing, and HR, fostering innovative career pathways and empowering educators globally.

Communication with resource person (screenshot of mail, message etc)

Atharva Institute of Management Studies- Digital Marketing Workshop `External` `Inbox ×`

Swati Agrawal <swati.agrawal@atharvaims.edu.in>
to krushna.shiwal@proschoolonline.com ▾

Aug 21, 2025, 3:54 PM (12 days ago)

Dear Sir,

As per our telephonic conversation can you please share the confirmed date and time for the workshop for **MMS Marketing students** and also the other details like **trainer name and topic of the workshop** to be conducted for further course of action.

Your timely response is highly appreciated.

Regards,
Dr. Swati Agrawal

Krushna Shiwal
to me ▾

Aug 22, 2025, 1:14 PM (11 days ago)

Hello Ma'am,

We are good to go for 11.15 to 12.45pm timings. Student must have access to computer as so that they can real time use AI tools.

Regards,
Krushna

•••

Swati Agrawal <swati.agrawal@atharvaims.edu.in>
to Krushna ▾

Aug 22, 2025, 9:43 PM (11 days ago)

Noted with thanks.

FLYER OF THE EVENT

GEO-TAGGED PHOTOS

Mumbai, Maharashtra, India
Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti
Housing Society, Malad West, Mumbai, Maharashtra 400095, India
Lat 19.19783° Long 72.825904°
25/08/2025 11:38 AM GMT +05:30

Mumbai, Maharashtra, India
Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita
Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India
Lat 19.19783° Long 72.825904°
25/08/2025 11:38 AM GMT +05:30
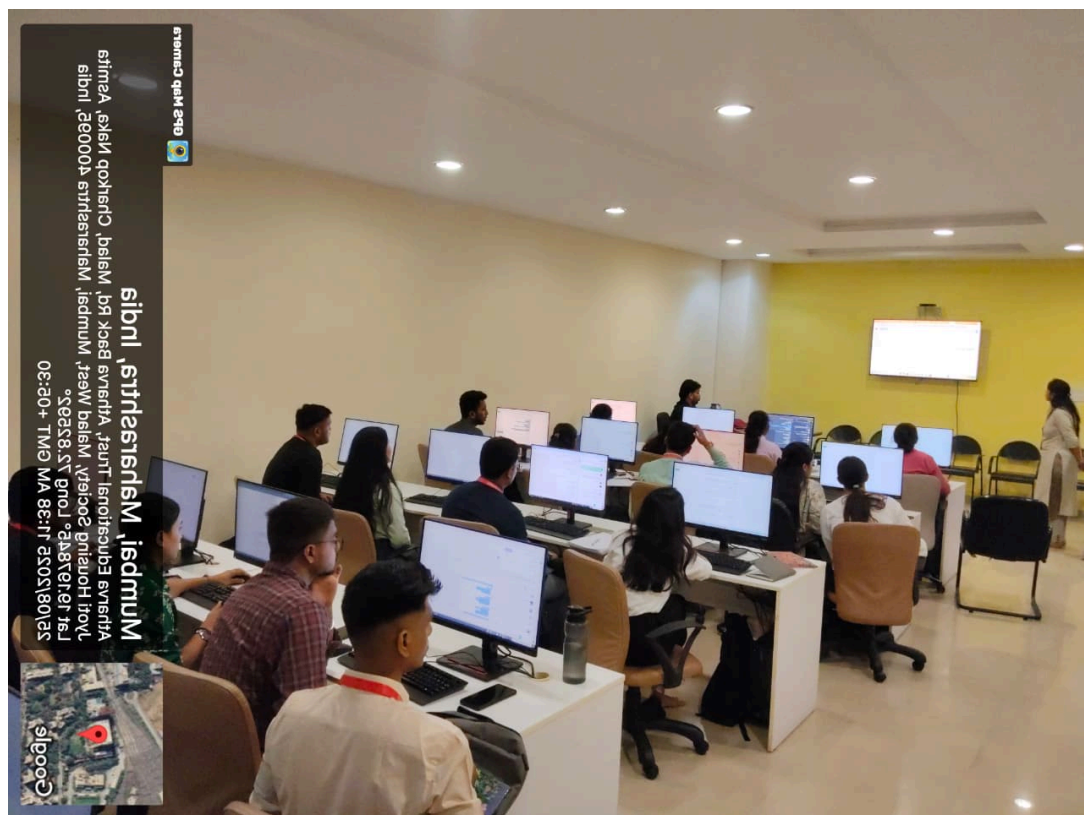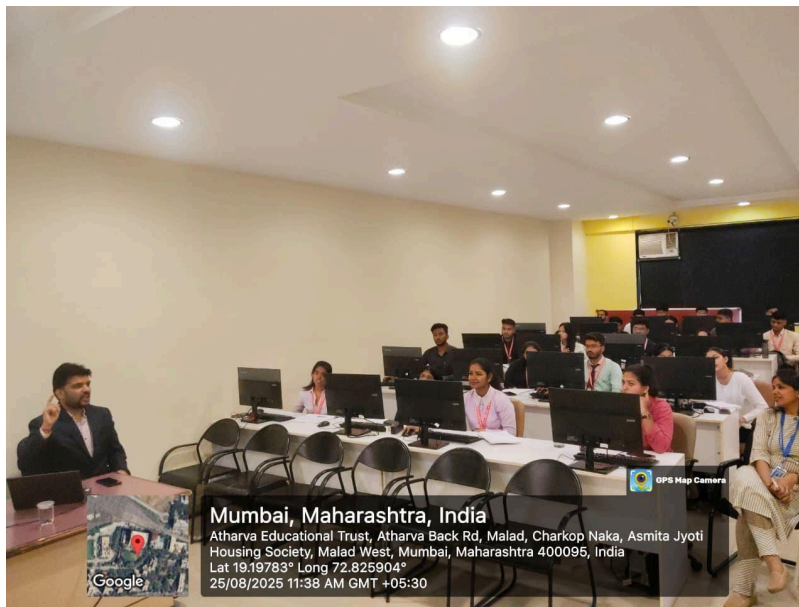
Attendance sheet

Event Name: Digital Marketing **Date:** 25/8/25

Faculty Coordinator: Dr. Swati Agrawal

Specialization: Marketing

Sr. No.	Roll No.	Name of the Student	Signature
1	A-2	Bandaru Jyeshna	
2	A-7	Darade Priya Ramkrishna	Priya.D.
3	A-8	Desale Samrat Ashok	
4	A-16	Hurkat Princi Radheshyam	Princi
5	A-20	Jamodkar Rushikesh Anil	
6	A-21	Kasture Yash Deepak	
7	A-23	Khan Abdullah Javed	
8	A-27	Matkar Vaibhav Harishchandra	
9	A-34	Patel Aftab Yusuf	
10	A-39	Rajput Pratik Arun	
11	A-43	Salunke Prajwal Bapurao	
12	A-49	Shinde Sharad Eknath	
13	A-50	Shirfule Pavan Rajkumar	
14	A-53	Singh Abhishek Namvar	Abhishek
15	A-55	Soni Kasturi	
16	A-60	Vishwakarma Priyal Rakesh	Priyal
17	A-63	Darade Achal Ramdas	
18	B-4	Bhagwat Keshav Gokul	
19	B-5	Channa Jasneet Manjeetsingh	
20	B-7	Chaudhari Priyanka Aba (Choudhari Priyanka Aba)	Priyanka
21	B-10	Dhamne Chirag Lalit	Chirag.
22	B-11	Dholwade Akshata Narendra	
23	B-16	Jadhav Akash Shivaji	Aas.
24	B-18	Jasani Mahek Chetan	Mahek
25	B-22	Kadam Yash Hemant	
26	B-34	Paithankar Priyanka Vilas	
27	B-35	Palkar Rohit Waman	
28	B-37	Patil Mayur Pramod	M Patil
29	B-49	Saroj Khushi Sajanlal	
30	B-62	Waghmare Disha Nirmal	
31	B-63	Walunj Supriya Shantaram	Supriya
		Total students present	
		Faculty Signature	

Feedback Analysis

How would you rate the overall event?

Average rating (4.61)

| 1 | 2 | 3 | 4 | 5 |
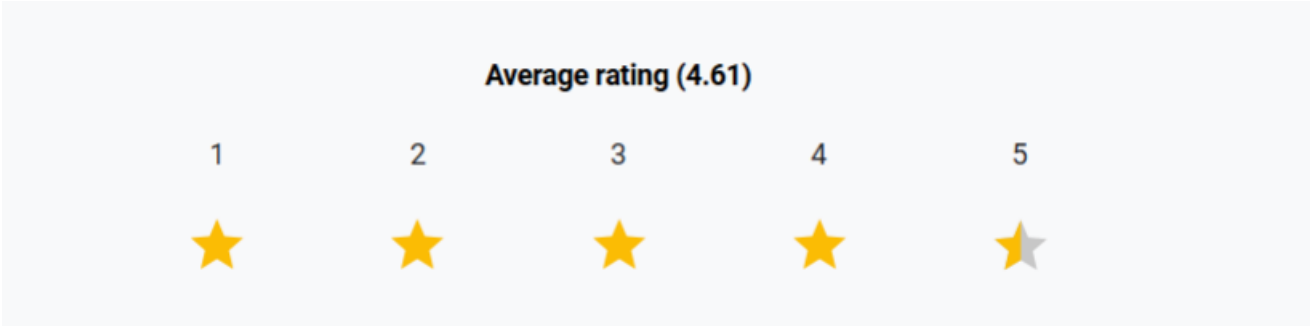
How clear and understandable was the presentation?

📋 Copy chart

18 responses

- Very Unclear
- Unclear
- Neutral
- Clear
- Very Clear

38.9%

44.4%

16.7%
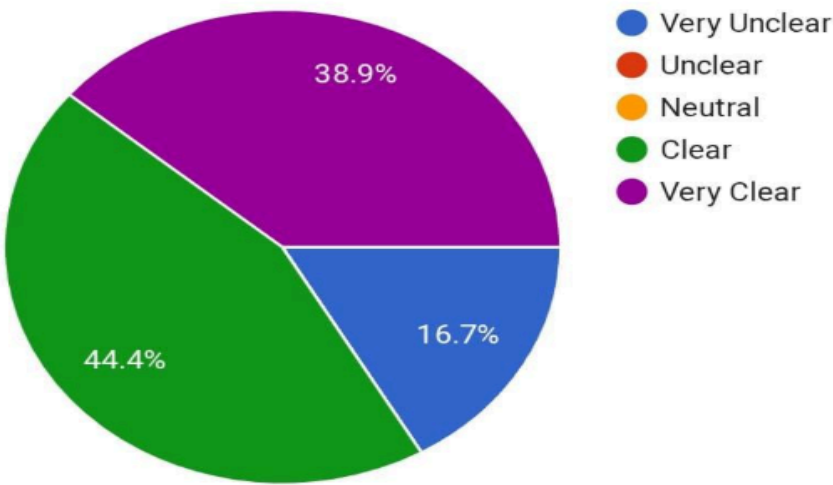
How well did the session cover the key aspects of the topic?

18 responses

- Not Well
- Slightly Well
- Moderately Well
- Very Well
- Extremely Well

22.2%
66.7%
11.1%
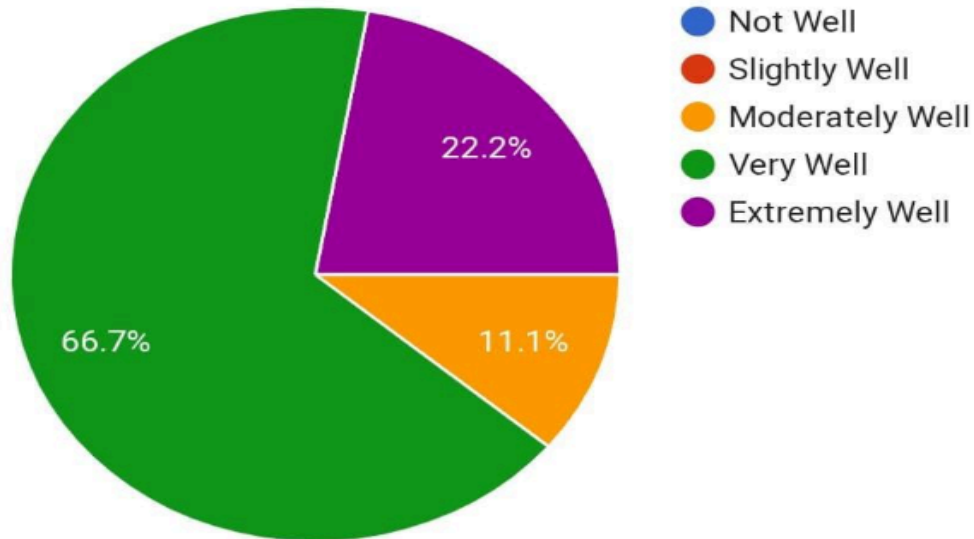
How relevant was the session on?
*

18 responses

- Not Relevant at All
- Not Very Relevant
- Neutral
- Relevant
- Highly Relevant

55.6%
5.6%
38.9%
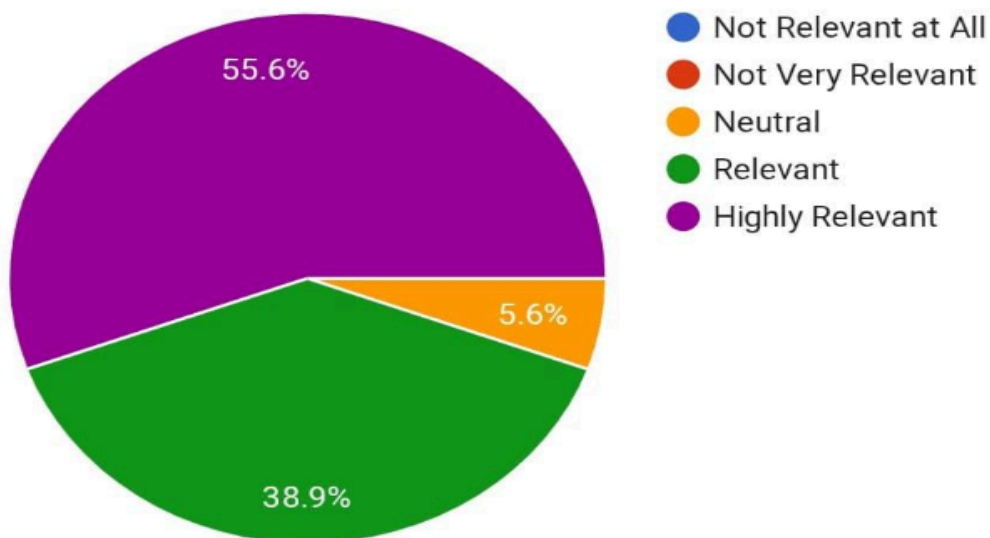
How would you rate the speaker's knowledge?
*

18 responses

- Poor
- Fair
- Good
- Very Good
- Excellent

27.8%
5.6%
66.7%
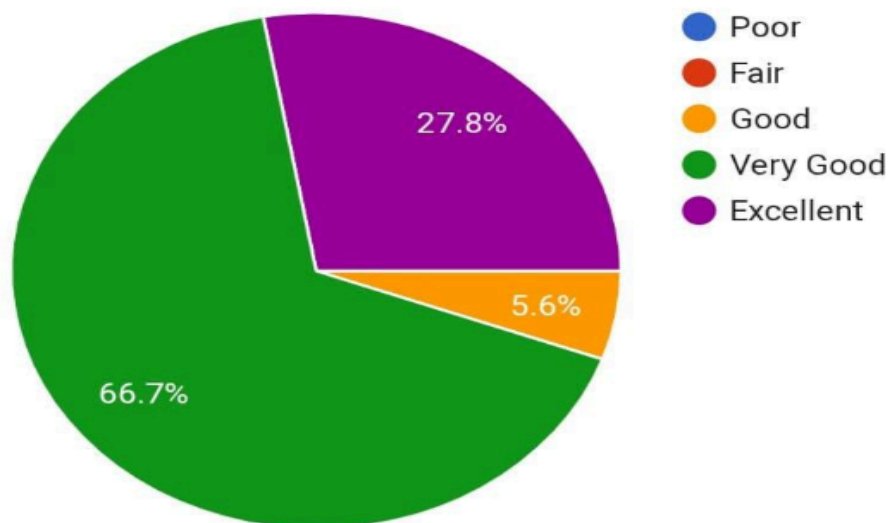
How well was the topic explained?
*

18 responses

- Not Well
- Slightly Well
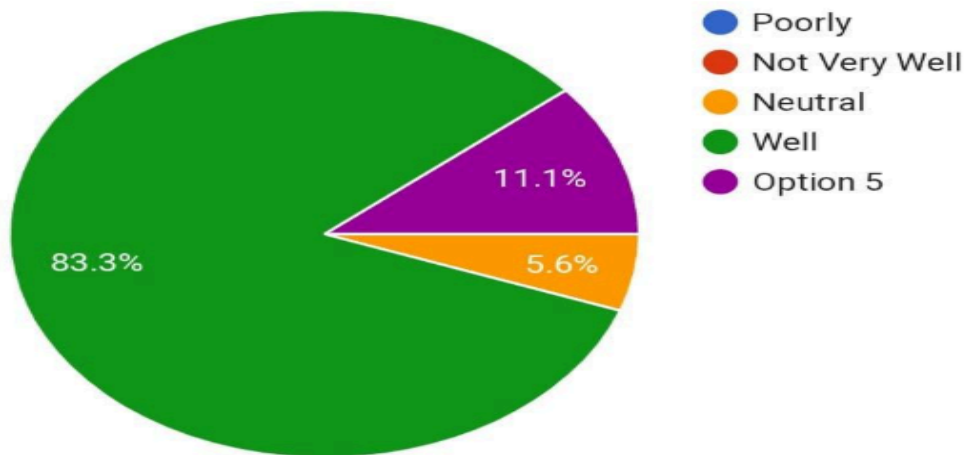- Moderately Well
- Very Well
- Extremely Well

44.4%
55.6%
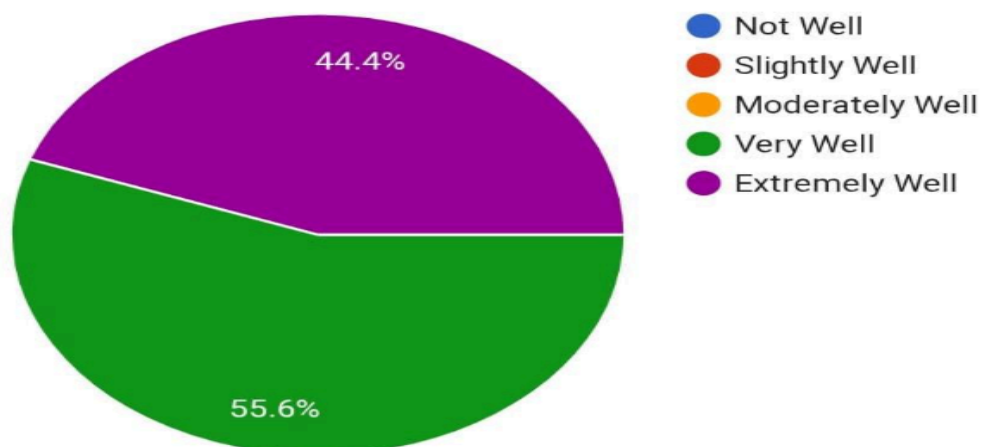
How well did the speaker respond to questions from the audience?
*

18 responses

EVENT REPORT PREPARED BY: Mahek Jasani
Verified by: Dr. Swati Agrawal
Submitted to: Dr. D Henry