



GSSS

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INSTITUTE OF ENGINEERING AND TECHNOLOGY FOR WOMEN



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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CYBERSECURITY CLUB

Date: 13/10/2025

EVENT REPORT: *CodeAdWhere Market Minds meet CodeCrafters*

Organized by: Cybersecurity Club, Department of Computer Science & Engineering, and Department of MBA GSSSIETW

Event Details

Event Type: Coding and Digital AD Contest

Event Date: 11th October 2025

Venue: AI and DS Seminar Hall D008, GSSSIETW

Event Summary

This event was organized by the Cybersecurity Club (CSE) in collaboration with the MBA Department. The goal was to foster interdisciplinary collaboration: MBA students conceptualize product ideas and marketing strategies, while CSE students build a simple webpage to reflect those ideas. Through this initiative, participants explored the synergy between technology and business innovation in a practical, collaborative environment. The department of CSE Student's Cyber security club hosted the event on 11th October 2025. This was the second event under the club for the tenure 2025-26. The event will celebrate the collaboration and recognize the achievements of students by awarding prizes to the winners.

Objective of the Event

The *CODE AD CONCLAVE* was organized with the objective of promoting **interdisciplinary collaboration** between Management and Engineering students. The event aimed to integrate **creativity, marketing insight, and technical expertise** by combining **digital advertisement design** and

web/dashboard development. It encouraged participants to explore how coding and business promotion can work hand in hand in today's digital world.

Description of the Event

The conclave featured teams consisting of both **MBA** and **CSE students**. Each team was assigned a product or service concept for which they had to:

- Design an **effective digital advertisement** (poster/video/ad campaign) showcasing their marketing creativity.
- Develop a **web interface or dashboard** (using HTML, CSS, JavaScript, or other tools) that aligned with the advertisement theme.

The event was structured in two phases:

1. **Phase 1 – Ad Creation:** Marketing teams and Coding team conceptualized the digital advertisement. This phase was conducted on 10th October between 2:30-4pm. The teams were formed.
2. **Phase 2 – Code Integration:** Marketing teams designed the digital advertisement. Technical teams built an interactive digital platform to present the ad content.





4. Outcomes

- Encouraged **cross-disciplinary learning** between management and engineering domains.
- Enhanced students' **teamwork, creativity, and problem-solving** abilities.
- Provided hands-on exposure to **real-world marketing and technical collaboration**.
- Created awareness about the **role of technology in business promotion** and branding.

5. Student Participation

A total of **15 teams comprising of 75 students** participated, representing both MBA and CSE streams. The enthusiasm and participation were commendable, with each team showcasing unique ideas and innovative designs.

6. Winners

- **First Prize:** Adithi, Lahari, Namratha, Chaitra, Darshini
- **Second Prize:** Ayushi, Divyanshi, Lakshmi, Rakshita, Sangeetha
- **Third Prize :** Shravya, Shyama, Srujana, BhanuPriya, Deepthi
- **Programme Outcomes addressed by the event:**

POs Met: PO1, PO3, PO5, PO9, PO10 and PO12

The **CODE AD CONCLAVE** effectively addressed several key **Program Outcomes (POs)** through its interdisciplinary nature and practical objectives. The event promoted

PO1 (Engineering Knowledge) as students applied technical and marketing concepts to design integrated digital solutions.

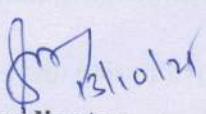
Through **PO3 (Design and Development of Solutions)**, participants developed creative advertisements and functional websites or dashboards that reflected real-world business needs.

PO5 (Modern Tool Usage) was demonstrated as teams used current digital design tools, coding platforms, and multimedia applications to bring their ideas to life. The collaborative format of the event strengthened

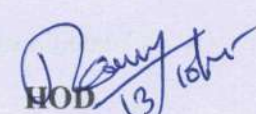
PO9 (Individual and Team Work) by encouraging coordination between MBA and CSE students, blending creativity with technical expertise.

Effective presentations and marketing pitches enhanced **PO10 (Communication)**, helping students articulate their design intent and technical process clearly. Additionally,

PO12 (Life-long Learning) was addressed by motivating students to explore new domains beyond their specialization—marketers learned about coding interfaces, while engineers gained insights into branding and digital promotion. Overall, the event fostered a holistic learning experience that bridged technology and management disciplines.


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