Vel Tech
Rangarajan Dr. Sagunthala
R&D Institute of Science and Technology
DEEMED TO BE
University
(Estd. u/s 3 of UGC Act, 1956)
Avadi, Chennai

NIRF 2025 87th RANK IN ENGINEERING
TOP 100 IN ENGINEERING SINCE 2017

NBA NATIONAL BOARD OF ACCREDITATION

SCHOOL OF MANAGEMENT

Department of Management Studies

In Association with the

Industry Relations and Digital Frontiers Club

Cordially invites you to the

MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

GENERATIVE AI FOR DIGITAL MARKETING

From Content Creation to Live Ad Campaigns

Empowering professionals and academicians to create, promote and advertise with AI

QR CODE FOR REGISTRATION

11th & 12th Dec 2026
Friday & Saturday

9:30 AM – 4:00 PM
Both days

MBA Business Lab – 2422, Block-24, School of Management, Vel Tech.

RESOURCE PERSONS

Mr. Saravanan Thiyagarajan
(Digital Saravanan)
Founder & CEO, DigiMonk Agency & Academy

Dr. S. Raja
Associate Professor,
Department of Management Studies

PROMPT. CREATE. TARGET. LAUNCH. EMPOWERED BY AI

With the Blessings of

Col. Prof. Dr. Vel R. Rangarajan
Chancellor & Founder President

Dr. Sagunthala Rangarajan
Foundress President

In the Presence of

Mrs. Mahalakshmi Rangarajan K
Chairperson & Managing Trustee

Prof. Rajat Gupta
Vice Chancellor

PROGRAMME OVERVIEW



Generative AI is transforming how businesses create promotional content and execute digital marketing campaigns. This two-day Management Development Programme, organised by the School of Management, Department of Management Studies, Vel Tech, is designed to develop practical skills in AI-powered content creation and digital advertising.

Participants will learn prompt engineering, professional poster and banner design, AI-generated images, promotional video creation, and social media content development. The programme also covers Meta Ads Manager, Google Search Advertising, audience targeting, campaign objectives, budget planning, and advertising copy. Through live demonstrations and hands-on activities, participants will develop promotional creatives and a practical digital advertising campaign plan.

FOUR KEY PROGRAMME HIGHLIGHTS

01

Generative AI & Prompt Engineering

Apply effective AI prompts to generate marketing messages, creative concepts and business promotional content.

02

AI-Powered Poster, Banner & Video Creation

Develop professional promotional posters, digital banners, product advertisements and short-form promotional videos.

03

Social Media Advertising & Audience Targeting

Explore Facebook and Instagram advertising, campaign objectives, audience selection, advertising copy and budget planning.

04

Practical Digital Campaign Development

Integrate AI-generated creatives, promotional messages, calls to action and advertising plans into a business-oriented digital marketing campaign.

BENEFITS OF ATTENDING THE MDP

Learn Practical AI Applications:
Gain hands-on experience in using Generative AI for business promotion and digital marketing.

Create Professional Marketing Materials:
Develop posters, banners, product advertisements and short promotional videos.

Improve Digital Advertising Skills:
Understand the fundamentals of Facebook, Instagram and Google Search advertising.

Develop Business Promotion Strategies:
Learn audience targeting, promotional messaging, campaign objectives and budget planning.

Apply Skills to Real-World Needs:
Create promotional materials relevant to businesses, products, services, institutions and professional activities.

Build a Digital Marketing Portfolio:
Prepare a collection of AI-assisted promotional creatives and a basic digital advertising campaign plan.

ABOUT THE VEL TECH RANGARAJAN Dr. SAGUNTHALA R&D INSTITUTE OF SCIENCE AND TECHNOLOGY

Vel Tech Rangarajan Dr Sagunthala R&D Institute of Science & Technology Established in 1997, Vel Tech is accredited with NAAC 'A++' (CGPA 3.53) and recognised as a Category-1 Deemed University by UGC. Ranked 87th in NIRF 2025 Engineering, the university has 600+ international collaborations, ~14,000 students, and a vibrant incubation ecosystem supporting 340 startups.

The university offers a wide range of academic programmes in Engineering, Management, Commerce, Science, Humanities, Media Technology and Law. It encourages practical learning, research, innovation and industry interaction to help learners connect their knowledge with real-world needs.

Vel Tech provides an environment that supports professional development, entrepreneurship and lifelong learning. Through its academic programmes and industry engagement initiatives, the university strives to prepare students and professionals to meet the changing demands of the modern workplace.

Vel Tech remains committed to promoting knowledge, creativity and industry-relevant skills that contribute to individual growth and organisational development.

ABOUT THE DEPARTMENT OF MANAGEMENT STUDIES

The School of Management (SOM) at Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, founded in 1997, is committed to excellence in management education. With a legacy of over 25 years, the School develops business leaders across six diverse domains through experienced faculty who bring corporate, entrepreneurial and academic experience to the classroom.

The Department of Management Studies follows Outcome-Based Education (OBE) with an industry-aligned curriculum and nurtures entrepreneurship and leadership among young talent. Department is recognised by UGC and it is NBA accredited. its international MoUs open doors to academic mobility, global immersive learning and collaborative research.

1997 FOUNDED	**25+ YEARS** OF LEGACY IN MANAGEMENT EDUCATION	**NAAC A++** ACCREDITED UNIVERSITY	**210+** INTERNATIONAL MOUS	NBA ACCREDIATED

ABOUT THE INDUSTRY RELATIONS, VEL TECH

The Office of Industry Relations at Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology runs the university's Institution-Industry Cell. It has established interactions with more than 3,200 industries, institutes and organisations and has signed over 280 MoUs for internships, in-plant training, industry projects, R&D, consultancy, corporate talks and curriculum updates. Led by Dr. P. Chandrakumar, Dean – Industry Relations and Technology Business Incubator, the office organises events such as the VISAI International Project Competition and hackathons, and helps set up industry-collaborated Centres of Excellence.

It also arranges corporate tours, expert talks by industry leaders and specialised credit courses taught by industry professionals. Through these initiatives, students gain hands-on exposure to real industry processes, faculty are supported through training, research and consultancy, and industry gains access to talent and academic expertise. The office also works on improving the curriculum through regular feedback from industry experts, so that learning stays aligned with the needs of the workplace. Vel Tech has also been ranked first in the AICTE-EduSkills Virtual Internship programme by course completions.

RESOURCE PERSONS



Mr. Saravanan Thiyagarajan, (Digital Saravanan)

BRIEF PROFILE

- Founder & CEO of DigiMonk Agency & Academy.
- Leads the hands-on sessions on Generative AI, creative design and live ad campaigns.
- 10+ years of experience; 12,000+ Tamil entrepreneurs and business owners trained.
- Eagle Award at the TN Digital Summit 2025 and 55+ international certifications From platforms such as Meta, Google, YouTube and LinkedIn.



Dr. S. Raja,
Department of Management Studies

BRIEF PROFILE

- Associate Professor with 16+ years of experience in Management Education and Digital Marketing.
- Specialises in Digital Marketing, Marketing Management and Digital Marketing Tools.
- Actively involved in Digital Marketing curriculum development, industry interaction and skill-based learning.
- Actively contributes to academic development through research supervision, professional training and industry-academia collaboration.

EXPERTISE

Generative AI & Prompt Engineering | AI Posters, Banners & Videos | Meta Ads Manager | Google Search Advertising | Campaign Planning



TARGET PARTICIPANTS

This Programme is Open to Everyone who Wants to Learn Banner, Poster and Brochure Design and Ad Campaign using Generative AI.

Corporate Professionals from all Departments and Levels, Entrepreneurs, Business Owners, Consultants, Academicians and research scholars are welcome.

Eligibility

Interest or Readiness to learn digital marketing and AI-based design.

No coding or design experience.

Individual Laptop preferable for hands-on practice

PROGRAMME FACILITATORS

PROGRAMME CONVENOR



Dr. K. Ravi Shankar
Dean - School of Management

FACULTY COORDINATOR



Dr. S. Raja
Associate Professor,
Department of Management Studies

REGISTER NOW TO SECURE YOUR SPOT

HOW TO REGISTER

Register online:
https://reg.veltech.edu.in/registration/mdp/

LAST DATE TO REGISTER: 05th December 2026

Seats: Limited to only 70 seats – register early!

Certificate: Participation Certificate for those who attend the Two-Day Programme.

Scan the QR code or use the link to register.

** Participants are advised to bring their Own Laptops preferably**

PROGRAMME FEE

₹ 500/-
Inclusive of GST

PER PARTICIPANT

QR CODE FOR REGISTRATION

FOR ANY QUERIES, PLEASE CONTACT

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