



DEPARTMENT : COMPUTER APPLICATIONS

ACTIVITY : SEMINAR

YEAR : 2018-2019

DEPARTMENT OF COMPUTER APPLICATIONS

DATE	TIME	VENUE
15.2.2019	2:00 p.m. To 3:00 p.m.	MCA LAB EMGYWC
Theme	Student Development Programme	
Nature of the Activity	Guest Lecture	
Title	Digital Marketing	
Convener	Dr.(Mrs.) S.Vijayasankari Head & Assistant Professor of Computer Applications EMGYWC	
Resource Person	M.Balamanikandeswaran Business Development Manager, Madurai.	
Participants	Students - 178	

GUEST LECTURE ON “DIGITAL MARKETING”

Objectives:

- To introduce students to the fundamentals of digital marketing and its growing significance in the modern business landscape.
- To explore various digital marketing strategies aimed at enhancing brand visibility, customer engagement, and ultimately increasing sales.
- To provide insights into how businesses leverage online platforms and tools to build a strong digital presence and achieve measurable marketing success.

Programme Outcome:

- Gain an understanding of key digital marketing channels including social media, email marketing, SEO, content marketing, and paid advertising.
- Learn how to effectively use modern digital tools such as blogs, videos, infographics, and influencer marketing to connect with target audiences.

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- Develop awareness of the evolving trends in digital marketing and how businesses tailor their strategies to drive customer engagement and improve ROI.
- Build foundational knowledge that can be applied in real-world marketing campaigns or future professional roles in digital media and marketing.

Photograph:



Seminar entitled "Digital Marketing" - 15.2.2019

Enclosures:

1. Student participants of EMGYWC:

Seminar entitled "Digital Marketing" - 15.2.2019			
S.No.	REGISTER NUMBER	NAME	DEPARTMENT
1.	16BCA01	B.Abarna	BCA
2.	16BCA02	C.Abirami	BCA
3.	16BCA03	C.Akila	BCA
4.	16BCA04	L.Archana	BCA
5.	16BCA05	S.BabyNisha	BCA
6.	16BCA06	A.DhanuPriya	BCA
7.	16BCA07	J.Divya	BCA
8.	16BCA08	K.Gokula Priya	BCA
9.	16BCA09	M.Gowsalya	BCA
10.	16BCA10	K.Ishwarya	BCA
11.	16BCA11	T.Ishwarya	BCA
12.	16BCA12	G.Jeyalakshmi	BCA
13.	16BCA13	M.Kabila	BCA
14.	16BCA14	M.Kajalakshmi	BCA
15.	16BCA15	S.Kalaivani	BCA

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19.	16BCA19	P.Keerthana	BCA
20.	16BCA20	K.Kiruthiga	BCA
21.	16BCA21	K.Madhumitha	BCA
22.	16BCA23	G.Menaka	BCA
23.	16BCA24	A.Mohana Priya	BCA
24.	16BCA25	S.Muthulakshmi	BCA
25.	16BCA26	M.Muthuselvi	BCA
26.	16BCA27	V.Nagashruthi	BCA
27.	16BCA28	T.Nehru Sowndariya	BCA
28.	16BCA29	P.Pavithra Devi	BCA
29.	16BCA30	R.G.Poonguzhali Priyadharshini	BCA
30.	16BCA31	R.Preetha	BCA
31.	16BCA32	S.Preethi	BCA
32.	16BCA33	S.Preethi	BCA
33.	16BCA34	D.Priyadharshini	BCA
34.	16BCA35	R.Pushpalatha	BCA
35.	16BCA36	PL.Ramya	BCA
36.	16BCA37	A.Sathika Parveen	BCA
37.	16BCA38	A.Sathyabama	BCA
38.	16BCA39	R.Shalini	BCA
39.	16BCA40	T.Sivasubitha	BCA
40.	16BCA41	A.Sowmiyadevi	BCA
41.	16BCA42	S.Suraiyabanu	BCA
42.	16BCA43	A.Syed Ali Fathima	BCA
43.	16BCA44	V.Thavamani	BCA
44.	16BCA45	A.Vaishnavi	BCA
45.	16BCA46	G.Vanitha	BCA
46.	16BCA47	P.Veevitha	BCA
47.	16BCA48	R.Vishnu Hasini	BCA
48.	16BCA49	B.Vaishnavi	BCA
49.	17BCA01	Abirami. V	BCA
50.	17BCA02	Ananda Priya. M	BCA
51.	17BCA03	Anitha. I	BCA
52.	17BCA04	Asmath Haseena. S	BCA
53.	17BCA05	Azhagu Praveena. K	BCA
54.	17BCA06	Dharshini. N	BCA
55.	17BCA07	Dharshini Priya. P	BCA
56.	17BCA08	Dhivya. M	BCA
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58.	17BCA10	Isvarya. M	BCA
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64.	17BCA16	Keerthana. R	BCA
65.	17BCA17	Kiruthika. M	BCA
66.	17BCA18	Lakshmi Priya. R	BCA
67.	17BCA19	Leha. T	BCA
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70.	17BCA22	Nandhini. R	BCA
71.	17BCA23	Nevatha. S	BCA
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74.	17BCA26	Rameshwari. K	BCA
75.	17BCA27	Reema Sanofar. A	BCA
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78.	17BCA30	Shanthini. K	BCA
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80.	17BCA32	Sumitha. R	BCA
81.	17BCA33	Vaishnavi. M	BCA
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89.	18BCA07	D.Divya	BCA
90.	18BCA08	C.Durga	BCA
91.	18BCA09	V.Gayathri	BCA
92.	18BCA10	G.Gomathi	BCA
93.	18BCA11	J.Harini Sree	BCA
94.	18BCA12	P.Iswarya	BCA
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98.	18BCA16	L.Kiruba	BCA
99.	18BCA17	K.Krishnaveni	BCA
100.	18BCA19	K.Mahalakshmi	BCA
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116.	18BCA37	P.Vasuki	BCA
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119.	18BCA40	SJP.Aishwarya	BCA
120.	18BCA41	J.Kohila	BCA
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122.	16LPMC01	M.Aarthi	MCA
123.	16LPMC02	V.Amaravathi	MCA
124.	16LPMC03	S.Anjali	MCA
125.	16LPMC04	M.Atchaya	MCA
126.	16LPMC05	R.Chellathuraichi	MCA
127.	16LPMC06	R.Durga devi	MCA
128.	16LPMC07	C.Gayathri	MCA
129.	16LPMC08	S.Harish Fatima	MCA
130.	16LPMC09	P.Indhumathi	MCA
131.	16LPMC10	A.Ishwarya	MCA
132.	16LPMC11	R.Jansirani	MCA
133.	16LPMC12	M.Jayameena	MCA
134.	16LPMC13	P.Kalaivani	MCA
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140.	16LPMC19	T.Nandhini	MCA
141.	16LPMC20	V.Pavithra	MCA
142.	16LPMC21	S.Pethapriya	MCA
143.	16LPMC22	A.Ponmalar	MCA
144.	16LPMC23	C.G.Priyadharshini	MCA
145.	16LPMC24	S.Priyadharshini	MCA
146.	16LPMC25	K.Priyanga	MCA
147.	16LPMC26	C.Priyanka	MCA
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149.	16LPMC28	K.Priyanka	MCA
150.	16LPMC29	M.Ravitha	MCA

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152.	16LPMC31	D.Shanavas	MCA
153.	16LPMC32	R.Sharmila	MCA
154.	16LPMC33	S.Shyamala	MCA
155.	16LPMC34	P.Sivanandhini	MCA
156.	16LPMC35	M.Sivapriya	MCA
157.	16LPMC36	M.Soundharya	MCA
158.	16LPMC37	K.Sowndariya	MCA
159.	16LPMC38	M.Sushmitha	MCA
160.	16LPMC39	R.Tharani	MCA
161.	16LPMC40	S.Thaslim Banu	MCA
162.	16LPMC41	J.Yaminidhannamal	MCA
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165.	17LPMC02	V.Anupournima	MCA
166.	17LPMC03	M.Dhivya	MCA
167.	17LPMC04	P.Divya	MCA
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170.	17LPMC07	K.Metha	MCA
171.	17LPMC10	D.Preethika	MCA
172.	17LPMC11	P.Prema	MCA
173.	17LPMC12	P.Rohini	MCA
174.	17LPMC13	M.Saranya	MCA
175.	17LPMC15	T.Shruthimeena	MCA
176.	17LPMC16	G.Sivakami	MCA
177.	17LPMC17	M.Sowmiya	MCA
178.	17LPMC18	P.Vishali	MCA