



DEPARTMENT : COMPUTER SCIENCE

ACTIVITY : SEMINAR

YEAR : 2018-2019

DEPARTMENT OF COMPUTER SCIENCE

DATE	TIME	VENUE
15.02.2019	1.15 p.m. to 3.50 p.m.	Seminar Hall E.M.G Yadava Women's College
Theme		Delivered the concept of Digital marketing
Nature of the Activity		Seminar
Title		Digital Marketing
Convener		Mrs. N. Kavitha Head & Assistant Professor of Computer Science E.M.G Yadava Women's College Madurai
Resource Person		M.Balamanikandeswaran Bussiness Development Manager Madurai
Participants		Students - 44

SEMINAR ON "DIGITAL MARKETING"

Objectives:

- To equip students with the knowledge and tools required to attract new customers and build a strong brand identity using digital marketing strategies.
- To introduce the use of electronic media for promoting products or services across various digital platforms.
- To enable students to understand how to engage and interact with customers through digital channels such as social media, email marketing, websites, and search engines.

Program Outcome:

- Students gained practical knowledge of promoting products and services through various digital marketing platforms.

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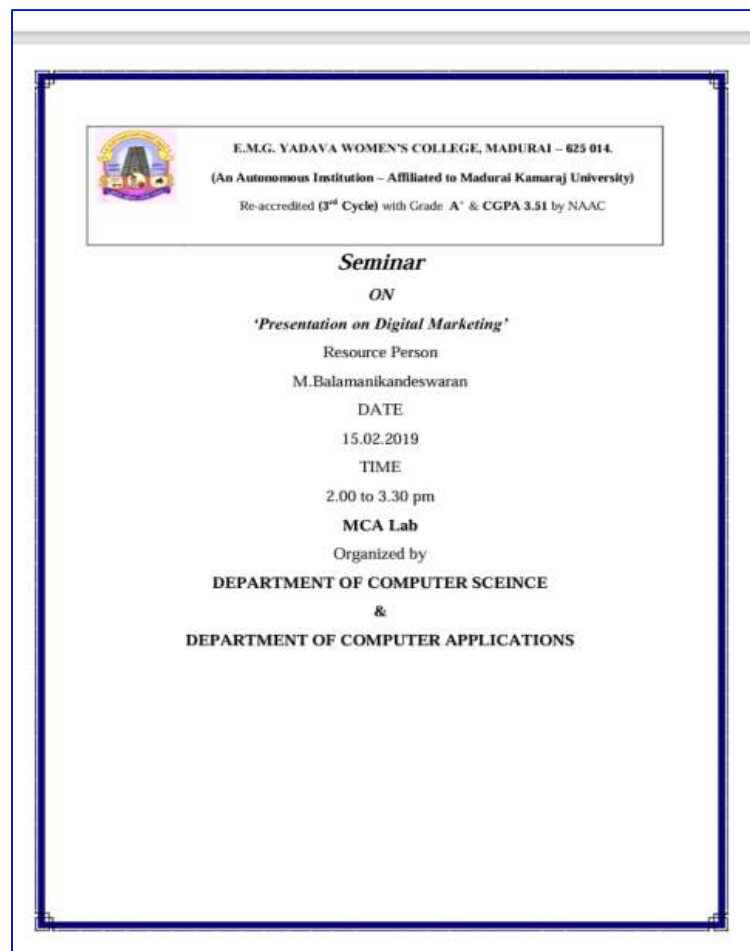
- They learned how to create engaging content and campaigns that allow effective interaction with customers, enhancing brand visibility and customer engagement online.

Photographs:



Seminar entitled “Digital Marketing” – 15.02.2019

Invitation:



E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE**Student Participants of EMGYWC:**

Seminar entitled "Digital Marketing"- 15.02.2019			
S.No.	Reg.No	NAME	CLASS
1.	16CSB01	Aarthi. K	III B.Sc., Computer Science
2.	16CSB02	Alamelu Mangai. S.J	III B.Sc., Computer Science
3.	16CSB03	Angalaeswari. R	III B.Sc., Computer Science
4.	16CSB04	Anisha Bhanu. A	III B.Sc., Computer Science
5.	16CSB05	Bowdharshini. T	III B.Sc., Computer Science
6.	16CSB06	Deepa. S	III B.Sc., Computer Science
7.	16CSB07	Divya. S	III B.Sc., Computer Science
8.	16CSB08	Gayathri. K	III B.Sc., Computer Science
9.	16CSB09	Gayathri. S	III B.Sc., Computer Science
10.	16CSB10	Gowsalya. K	III B.Sc., Computer Science
11.	16CSB11	Hemalatha. P	III B.Sc., Computer Science
12.	16CSB12	Jansi Rani. S	III B.Sc., Computer Science
13.	16CSB13	J.Jeyabarathi	III B.Sc., Computer Science
14.	16CSB14	JeyaLakshmi. K	III B.Sc., Computer Science
15.	16CSB15	Kalavalli.S	III B.Sc., Computer Science
16.	16CSB16	Karthika. C	III B.Sc., Computer Science
17.	16CSB17	Karthika.M	III B.Sc., Computer Science
18.	16CSB18	Karthika. P	III B.Sc., Computer Science
19.	16CSB19	Karthiyayini.K	III B.Sc., Computer Science
20.	16CSB20	Kavi Priya. S	III B.Sc., Computer Science
21.	16CSB21	KumaraJeyanthi. S	III B.Sc., Computer Science
22.	16CSB22	Lakshmi Pradeepa. M	III B.Sc., Computer Science
23.	16CSB23	Loshini. S	III B.Sc., Computer Science
24.	16CSB24	Muneeswari. S	III B.Sc., Computer Science
25.	16CSB25	Nagarani. M	III B.Sc., Computer Science
26.	16CSB26	Nanthini. K	III B.Sc., Computer Science
27.	16CSB27	Nazeema Begum. S	III B.Sc., Computer Science
28.	16CSB28	Nikitha Kumari.S	III B.Sc., Computer Science
29.	16CSB29	Nithya. K	III B.Sc., Computer Science
30.	16CSB30	Pavithra devi. K	III B.Sc., Computer Science

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31.	16CSB31	Pavithra.G	III B.Sc., Computer Science
32.	16CSB32	Pavithra.S	III B.Sc., Computer Science
33.	16CSB33	Priyadharshini. J	III B.Sc., Computer Science
34.	16CSB34	Priyadharshini. R. D	III B.Sc., Computer Science
35.	16CSB35	Priyanka. B	III B.Sc., Computer Science
36.	16CSB37	Priya .R (4.7.99)	III B.Sc., Computer Science
37.	16CSB38	Radha. S.K	III B.Sc., Computer Science
38.	16CSB39	Rajammal. G	III B.Sc., Computer Science
39.	16CSB40	Ramya. M (6.5.99)	III B.Sc., Computer Science
40.	16CSB41	Renuga devi. M	III B.Sc., Computer Science
41.	16CSB42	Sakthi Priya. S	III B.Sc., Computer Science
42.	16CSB43	Saravana Priya. P	III B.Sc., Computer Science
43.	16CSB44	Sasi Kala. P	III B.Sc., Computer Science
44.	16CSB45	Sindhu Bala. T.K	III B.Sc., Computer Science