



DEPARTMENT : BUSINESS ADMINISTRATION

ACTIVITY : VALUE-ADDED COURSE

YEAR : 2024-2025

DEPARTMENT OF BUSINESS ADMINISTRATION

DATES	TIME	VENUE
09.09.2024 to 21.10.2024 (30 Hours)	2:40 p.m. to 3:40 p.m.	III BBA Classroom E.M.G. Yadava Women's College
Theme	Excellence in Sales Management	
Nature of the Activity	Value-Added Course	
Title	Digital Marketing	
Coordinator	Mrs.T.Usha Rani Assistant Professor of BBA EMGYWC	
Participants	III Year BBA Students - 38	

VALUE-ADDED COURSE ON" DIGITAL MARKETING"

Objectives:

- To provide students with fundamental knowledge of digital marketing concepts, tools, and techniques.
- To develop skills in social media marketing, search engine optimization (SEO), content marketing, and email marketing.
- To train students in using digital platforms such as Google, Meta, and Instagram for marketing purposes.

Programme Outcomes:

- Students will gain sound knowledge of digital marketing concepts, tools, and emerging trends.
- Students will be able to plan, execute, and manage online marketing campaigns effectively.
- Learners will develop practical skills in SEO, social media marketing, content marketing, and online advertising.

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

Enclosures:

a. Invitation:



E.M.G YADAVA WOMEN'S COLLEGE, MADURAI-14
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)
Re - accredited (3rd Cycle) with Grade A+ & CGPA 3.51 by NAAC



DEPARTMENT OF BUSINESS ADMINISTRATION

Organised
VALUE ADDED COURSE
on
DIGITAL MANAGEMENT

Participants - III Year Students of BBA
Duration - 30 Hours (09.09.2024 to 21.10.2024)
Course Teacher : Mrs.T.Usha Rani

Dr.(Mrs).T.Sathiya Sheila
Head of the Department

Dr.(Mrs).V.Pushpalatha
Principal(i/c)

b. Nominal Roll of Participants:

1. Student participants of EMGYWC:

VALUE-ADDED COURSE ON" DIGITAL MARKETING" - from 09.09.2024 to 21.10.2024		
S.NO	REGISTER NUMBER	NAME
1.	22BBA01	Alagumeena.S
2.	22BBA02	Amaravathi.C
3.	22BBA03	Anantha Rani.M
4.	22BBA04	Atchitha.G
5.	22BBA05	Brindha.V
6.	22BBA06	Devadharshini.M
7.	22BBA07	Gohilavani.K
8.	22BBA08	Harini.T
9.	22BBA09	Hemalatha.R
10.	22BBA10	Hiranya.G
11.	22BBA11	Jabin Shabira .K
12.	22BBA12	Keerthana.S
13.	22BBA13	Kezia.T

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14.	22BBA14	Krishnaveni.K
15.	22BBA15	Mahalakshmi .S
16.	22BBA16	Monika.J
17.	22BBA17	Nafeesathul Misiriya Jalwa M.S
18.	22BBA19	Noorul Shifaya.R
19.	22BBA20	Pothiazhagi.T
20.	22BBA22	Priyadharshini.A
21.	22BBA23	Priyadharshini.B
22.	22BBA24	Ragaswathi.D
23.	22BBA25	Rakavi.P
24.	22BBA26	Ramana.K
25.	22BBA27	Sangeetha.M
26.	22BBA28	Sangeetha.N
27.	22BBA29	Saritha. K
28.	22BBA30	Sarudarsheena.A
29.	22BBA31	Shabika Banu.B
30.	22BBA32	Shalini.M
31.	22BBA33	Shalini.S
32.	22BBA34	Suparna.A
33.	22BBA35	Swetha. P
34.	22BBA36	Thanuja.K
35.	22BBA37	Vanitha .M
36.	22BBA38	Vanitha.S
37.	22BBA39	Vijaya Lakshmi.A
38.	22BBA01	Alagumeena.S