



# Fatima College

(Autonomous)

Re-Accredited with 'A++'(CGPA 3.61) by NAAC (Cycle- IV)

College with Potential for Excellence (2004 - 2019)

101 - 150 Rank Band in India Ranking 2021 (NIRF)

Mary Land, Madurai - 625018, Tamil Nadu.



## FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

### DEPARTMENT OF COMPUTER SCIENCE

**Title** : Digital Marketing

**Date** : 16-11-20

**Resource Person/s** : K.R.Thangarajeswari, The Managing Director of Dream Zone and Synergy, Madurai

**No. of Participants** : 63

**Focus on** : **Skill Development**

**Outcome** : The students were able to understand the basics of **Digital Marketing Skills and career opportunities** available in the digital world.

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

DEPARTMENT OF COMPUTER SCIENCE

*Computer Science Association*

Staff and Students of the Department of Computer Science

Cordially invite you  
for a Guest Lecture

on

**Digital Marketing**

by

*K.R.Thangarajeswari,*

*The Managing Director of Dream Zone and Synergy,  
Madurai*

Date : 16/11/2020

Time : 9.30 a.m. – 10.30 a.m.

Google Meet Link:

<https://meet.google.com/ykj-kzxo-ips>



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Department of Computer Science organized Guest Lecture on Digital Marketing and it was delivered by K.R.Thangarajeswari, The Managing Director of DreamZone and Synergy, Madurai on 16 November 2020.

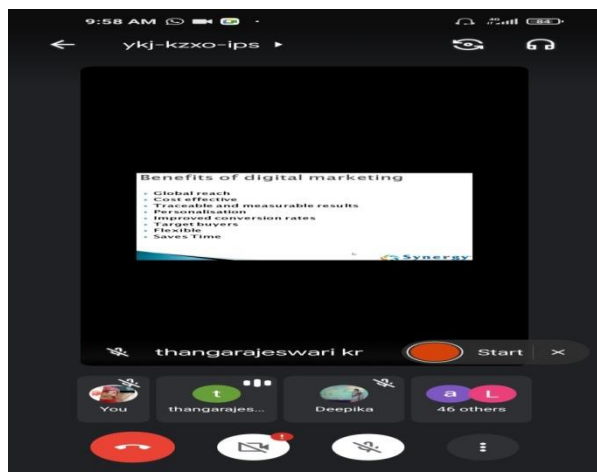
This lecture focused on the basics of Digital Marketing and its categories. Students came to know different ways of using the internet to reach consumers. This lecture also focused on the present and future of Digital Marketing.

The resource person explained the way of Digital Marketing in marketing products or any web services.

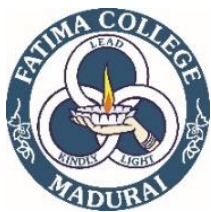
The resource person also explained the wide range of career opportunities in Search Engine Optimization, Search Engine Marketing, Email Marketing, Analytics ....etc., in digital marketing world.

She concluded the lecture as digitization continues at a rapid pace, employers on a global scale are seeking out skilled employees that can fill the skills gaps in their organizations and drive business objectives such as leads, revenue, and brand awareness.

This session emphasized the importance of digital marketing which opened the door to a career in digital world.



K.R.Thangarajeswari, The Managing Director of Dream Zone and Synergy, Madurai, sharing his Screen



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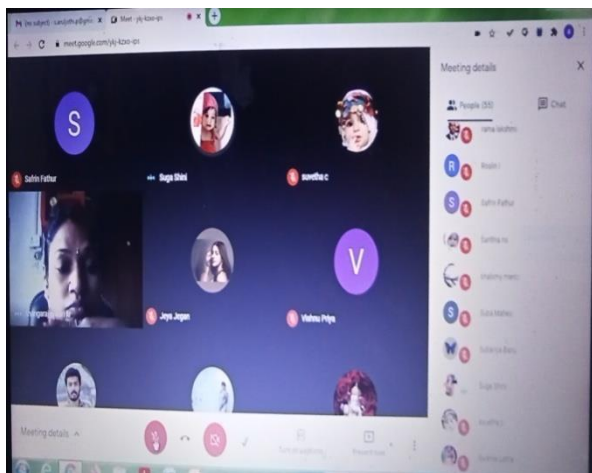
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## Questioning Session

## Participants' List

Sl.no	Reg. No.	Student Name
1	2018B01	Aarthi C
2	2018B02	Aarthy S
3	2018B03	Abina J
4	2018B04	Afra M
5	2018B05	Akshitha R
6	2018B06	Amala Iswariya S
7	2018B07	Antony Jenifer J
8	2018B08	Ashwanya T
9	2018B09	Belsiya A
10	2018B10	Camlin Reji L
11	2018B11	Dilan Ashlyn S
12	2018B12	Ezhil S
13	2018B13	Gayathrimenaga B
14	2018B14	Gnanalakshmi R
15	2018B15	Harini R
16	2018B16	Hellan Susan Deniya B
17	2018B17	Jayashree P
18	2018B18	Kishanthini D



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19	2018B19	Logeshwari M
20	2018B20	Lurthu Jesu Jency M
21	2018B21	Manashavarshini R
22	2018B22	Mareeswari R
23	2018B23	Niji A
24	2018B24	Oveya J
25	2018B26	Ponmalar K
26	2018B27	Princy Arul Joesphine M
27	2018B28	Priyadharshini N
28	2018B29	Ramalakshmi M
29	2018B30	Revathy K
30	2018B31	Roslin I
31	2018B32	Safrin Fathur S
32	2018B33	Sathya Priya J
33	2018B34	Shalomy Evangelin Mercy S
34	2018B35	Subamaheswari M
35	2018B36	Swarna Latha S
36	2018B37	Swetha S
37	2018B38	Udhayatharani P
38	2018B39	Vinotha K
39	2018B40	Amala Ria A
40	2018B41	Reshma Rathaseeli A
41	2018B42	Vivithasshri K K

S.No	Reg. No.	Student Name
1	2019MSCB01	Akila Jenifer P
2	2019MSCB02	Aparna Devi K
3	2019MSCB04	Deepika K
4	2019MSCB06	Indhumathi R
5	2019MSCB07	Jeya Bharathi J
6	2019MSCB08	Kalpana V
7	2019MSCB10	Logitha E
8	2019MSCB11	Monisha P
9	2019MSCB12	Muthulakshmi A
10	2019MSCB13	Pavithra M



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11	2019MSCB14	Rajeswari E
12	2019MSCB15	Rajeswari M
13	2019MSCB16	Santhia N S
14	2019MSCB17	Subariya Banu A
15	2019MSCB18	Sugashini K
16	2019MSCB19	Suvetha C
17	2019MSCB21	Emerin Pricilla A
18	2019MSCB22	Prithi S
19	2019MSCB24	Praveena S
20	2019MSCB25	Vishnu Priya R
21	2019MSCB26	Prathiksha K
22	2019MSCB27	Monisha S

**Dr. G. GERMINE MARY**  
Associate Professor & Head  
Department of Computer Science  
Fatima College (Autonomous)  
Madurai - 625 018