



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 - 625 018, Tamil Nadu.



GUEST LECTURE REPORT

Title : Digital Marketing

Date : 17-03-2021

Resource Person/s : Mr.S.VIKRAM, Digital Marketing Technical Head, Synergy School of Business Skills, Madurai.

No. of Participants : 76

Focus on : **Skill Development**

Outcome :

1. The various case studies provided students with the opportunity to analyze the importance of digital marketing in the business world.
2. They acquired much knowledge about **business and marketing skills**.



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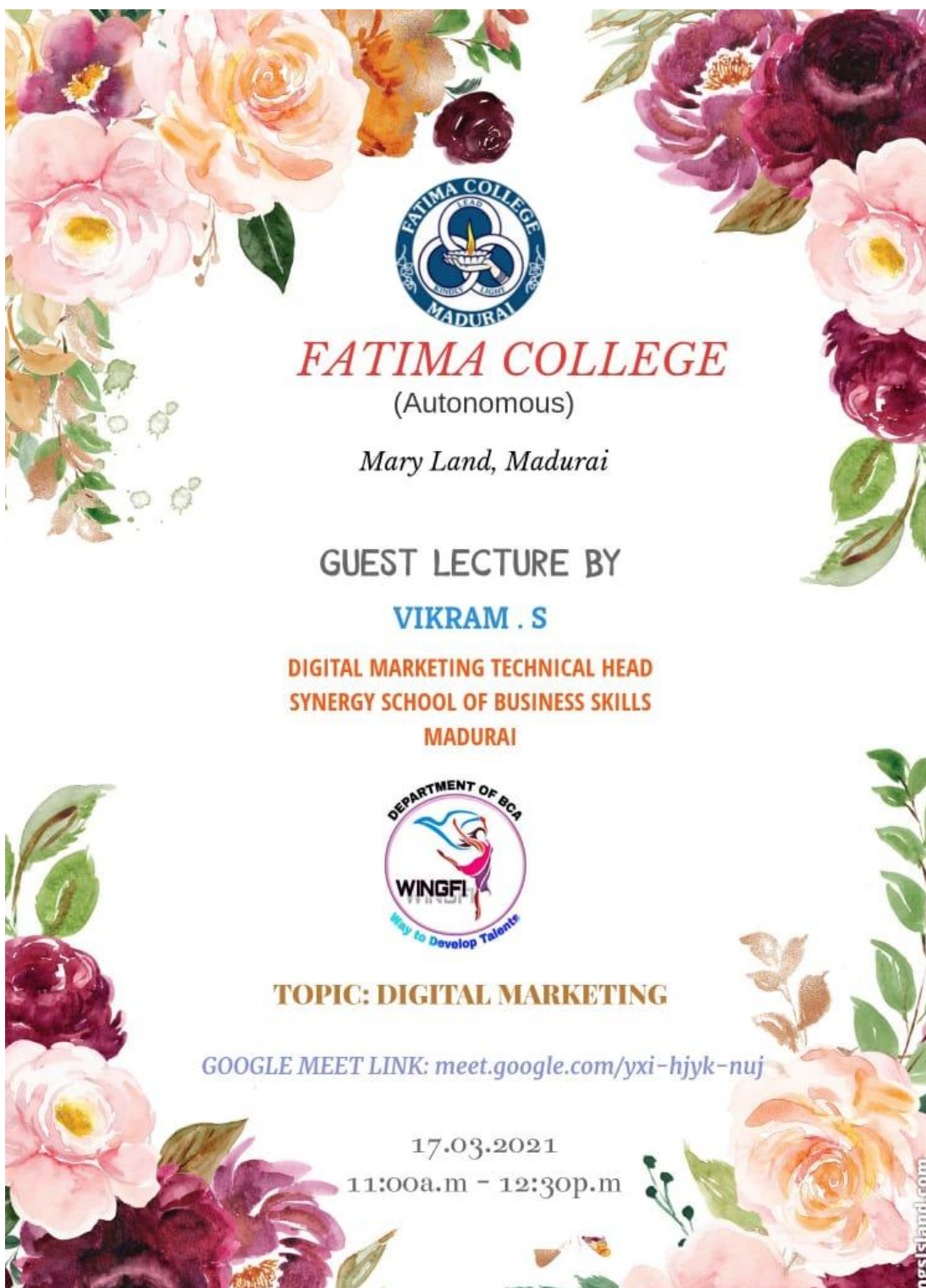
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Invitation



FATIMA COLLEGE
(Autonomous)
Mary Land, Madurai

GUEST LECTURE BY
VIKRAM . S

DIGITAL MARKETING TECHNICAL HEAD
SYNERGY SCHOOL OF BUSINESS SKILLS
MADURAI



TOPIC: DIGITAL MARKETING

GOOGLE MEET LINK: meet.google.com/yxi-hjyk-nuj

17.03.2021
11:00a.m - 12:30p.m

ingsland.com



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Report

Department of Computer Applications organized a guest lecturer on "DIGITAL MARKETING" on 17th March from 11:00 am -12:30 pm through Google meet. A guest lecture was delivered by Mr.S.VIKRAM, Digital Marketing Technical Head, Synergy School of Business Skills, Madurai. The program was started by prayer song and followed by welcome address.

The Programme started with the Welcome address by Ms.V. Thanusha of II BCA and Head Department of BCA thrown light on the significance of Digital Marketing as an upcoming field to the students in her introduction speech. Guest Speaker Mr. Vikram during his Lecture covered the areas like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, Affiliate Marketing, Content Marketing & Scope of Digital Marketing.

He showed live demo of some digital platforms and statistical report on search network Market share of all over the world. He shared valuable information about the latest trends of Digital marketing in industries and how students can build their career in Digital Marketing. He used many real-time examples for students for their easy understanding.

The lecture ended with question and answer session with students then vote of thanks given by Ms. M. Sankara Gomathi of II BCA



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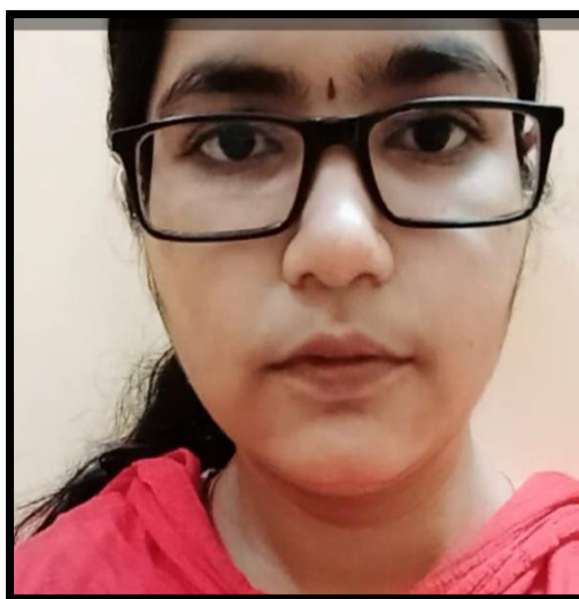
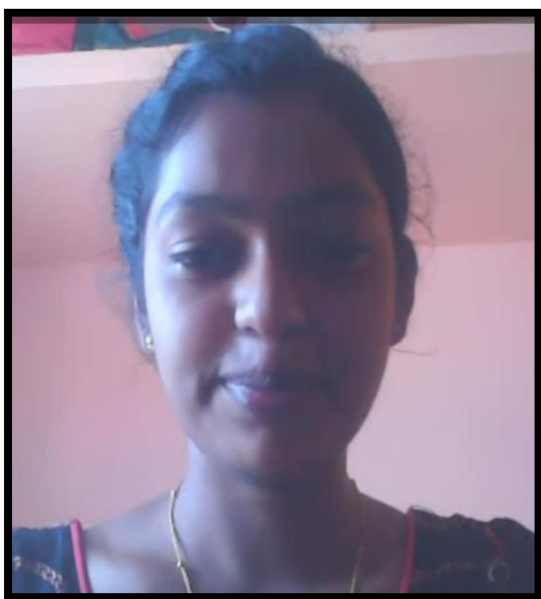
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Photos:



Mr.S.VIKRAM, Digital Marketing Technical Head delivered the strategies on digital marketing



Students Interacting and Sharing Ideas about Digital Marketing



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Scope of Digital Marketing



meet.google.com is sharing your screen. [Stop sharing](#) [Hide](#)

Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a form of **internet advertising** utilising search engine results to promote brands and websites.

It is a paid media where advertisers bid of specific search keywords that when typed in, their ads are shown.



- Implement Latent Semantic Indexing
- Spy and Target Competitor's Live Keywords



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Paid Search Options YouTube



YouTube search results for "movie trailers 2014" showing about 3,320,000 results.

Filters: [Dropdown]

TrueView In-Display, YouTube Search Network

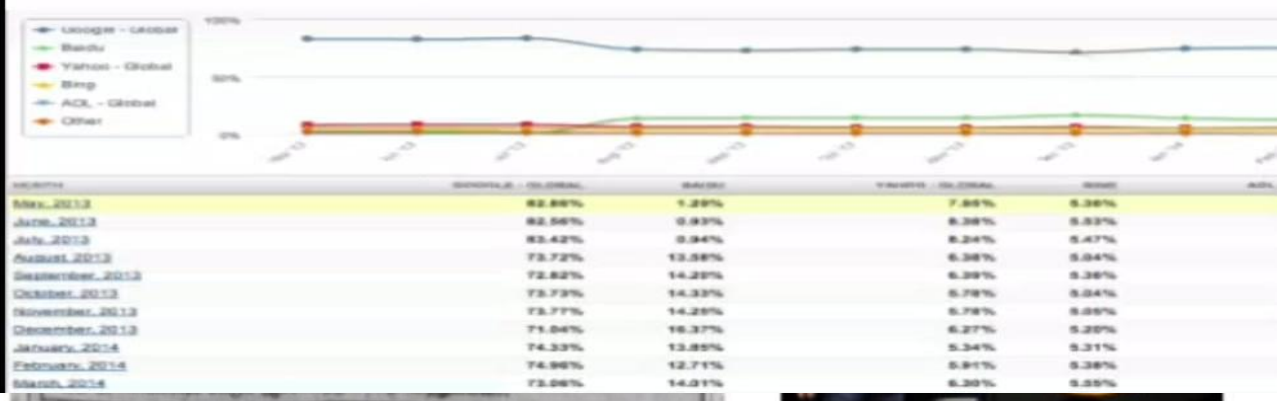
inFAMOUS Second Son™ by PlayStation - 4,662,237 views
Watch the Official GamePlay Spot Exclusively on PlayStation®4.

Adobe Marketing Cloud by Adobe - 180,251 views
Do You Know What Your Marketing Is Doing? Are You Sure?

The Amazing Spider-Man 2 - Official Trailer 3 Extended [HD] 2014 Movie by MEGA TRAILERS - 1 month ago - 3,732,914 views
Peter Parker runs the gauntlet as the mysterious company Oscorp sends up a slew of supervillains against him, impacting on his ...

Search Networks Market share

March 2020: Google 73% Globally or 85% of all English based search. In Australia their market share is closer to 95%.





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Beneficiary list

S.No.	Register No.	Name of the Student
1.	2018BC01	Abinadeepa C
2.	2018BC02	Afrosebanu A
3.	2018BC03	Afrun Nisha B
4.	2018BC04	Aishvarya N
5.	2018BC05	Akila R
6.	2018BC06	Alaghu Sunmathi K
7.	2018BC07	Anandhabharathi M
8.	2018BC08	Anitha Cathrine Mary J
9.	2018BC09	Dhana Lakshmi A
10.	2018BC10	Geetha B
11.	2018BC11	Iswarya Lakshmi P
12.	2018BC13	Jasmine Refana S
13.	2018BC14	Jayanithyashri S
14.	2018BC15	Jenifer D
15.	2018BC16	Joshi christina S
16.	2018BC17	Keerthana S
17.	2018BC18	Keerthika M
18.	2018BC19	Lakshmi V



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19.	2018BC20	Malarkodi M
20.	2018BC21	Pandimeena K
21.	2018BC22	Pandiselvi R
22.	2018BC23	Preethi S
23.	2018BC24	Priyadharshini G
24.	2018BC25	Rajapriya T
25.	2018BC26	Ramya lakshmi R
26.	2018BC27	Rithu A
27.	2018BC28	Shalini M
28.	2018BC29	Shanmuga priya V
29.	2018BC30	Shiva Shankari M
30.	2018BC31	Shridurga U
31.	2018BC32	Sujitha J
32.	2018BC33	Sweetha M
33.	2018BC34	Swetha S
34.	2018BC35	Thangameena A
35.	2018BC36	Thangaponnu G
36.	2018BC38	Yazhini J
37.	2018BC39	Vijayalakshmi N
38.	2018BC40	Raghavee S
39.	2018BC41	Leena sulochiny V



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40.	2019BC01	Abhirami S
41.	2019BC02	Arunadevi K
42.	2019BC03	Asha Merlin V
43.	2019BC04	Deepika P
44.	2019BC05	Dharshini M
45.	2019BC06	Dinusha S
46.	2019BC07	Ezhilarasi K
47.	2019BC08	Faiz Banu S
48.	2019BC09	Harishma M
49.	2019BC10	Haritha B
50.	2019BC11	Harshni B
51.	2019BC12	Heephasri M
52.	2019BC13	Hemalatha V R
53.	2019BC14	Joy Blessy S
54.	2019BC15	Kanimozhi G
55.	2019BC16	Kavya D
56.	2019BC18	Madhumitha N
57.	2019BC19	Mahalakshmi M
58.	2019BC20	Mariyajenifer J
59.	2019BC21	Naga Brindha S
60.	2019BC22	Priyanka M



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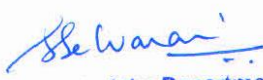
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61.	2019BC23	Rasika Y
62.	2019BC24	Reshma A
63.	2019BC25	Revathy K
64.	2019BC26	Sandhiya M
65.	2019BC27	Sankara Gomathi M
66.	2019BC28	Shalini A
67.	2019BC29	Shalini K
68.	2019BC31	Sindu meena S
69.	2019BC32	Sivanandhini A
70.	2019BC33	Subasri S
71.	2019BC34	Sujitha R
72.	2019BC36	Suthana J
73.	2019BC37	Swathi M
74.	2019BC38	Vidhya Shree N
75.	2019BC40	Vishalatchi V
76.	2019BC42	Thanusha V

Signature of the HOD


Head of the Department
Department of Computer Applications
Fatima College (Autonomous)
Madurai-625 018