



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

DEPARTMENT OF MBA

Title : DIGITAL MARKETING

Date : 29.10.2021

Resource Person/s : Mr. S. Vikram

Digital Marketing –Technical Head,

Synergy, Madurai.

Contact: 9788876696

E-Mail ID: synergysbsmadurai@gmail.com

No. of Participants : 167 Students (I MBA & II MBA)

Focus on : Entrepreneurship/Skill Development

Outcome : Students learned about potential opportunities available in the field of digital marketing.



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INVITATION:



Fatima College (Autonomous)

Mary Land, Madurai - 18

Department of MBA

Guest Lecture on

“DIGITAL MARKETING”

Date: 29.10.2021

Time: 10.00 am to 11.30 am

Venue: Sanjose Seminar Hall

Resource Person

Mr. S. Vikram

Digital Marketing –Technical Head,
Synergy, Madurai.



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REPORT:

MBA department organized a guest lecture on the topic “DIGITAL MARKETING”. The key speaker Mr. S. Vikram, Technical head, delivered his speech at Sanjose Seminar Hall from 10 am – 11.30 am on 29.10.2021. 167 students of I MBA & II MBA attended the session.

HIGHLIGHTS:

Mr. Vikram stressed the significance of digital marketing in today's world. He also shared the story of some notable CEOs who have made significant changes in the digital marketing field. He emphasized the job opportunities that are available for young business aspirants to shine in the online business.

Photo Gallery

Guest Lecture on “Digital Marketing”



Mr. S. Vikram, Digital Marketing - Technical head, Synergy, Madurai



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Name list of Participants: I MBA

S.NO	Roll No	STUDENTS NAME
1	2021MBA01	AAKILA BANU S
2	2021MBA02	ABINAYA J
3	2021MBA03	AFRAH I
4	2021MBA04	AKSHARA M
5	2021MBA05	ANISHKA V
6	2021MBA06	AROCKIA JEYA RANJANI I
7	2021MBA07	CHELCIYA K
8	2021MBA08	DHARINI M
9	2021MBA09	DHARSHANA S
10	2021MBA10	DIVYA S
11	2021MBA11	GAYATHRI S
12	2021MBA12	HAMSAVARTHINI R
13	2021MBA13	HARINI S
14	2021MBA14	JANANI A
15	2021MBA15	JANANI R
16	2021MBA16	JASMINE BARAKATH I
17	2021MBA17	JEGADEESWARI S
18	2021MBA18	JEYA MANI MEGALAI S
19	2021MBA19	JOHANNA D
20	2021MBA20	JOTHIKA R
21	2021MBA21	KARTHIKAMEENAKSHI M
22	2021MBA22	KEERTHANA PRIYA A
23	2021MBA23	KEERTHANA R
24	2021MBA24	KEERTHANA V
25	2021MBA25	KIRUTHIKA P
26	2021MBA26	KOWSALYA A
27	2021MBA27	KRISHNA KUWAR H
28	2021MBA28	LAVANYA R
29	2021MBA29	LEELAVATHI K



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S.NO	Roll No	STUDENTS NAME
30	2021MBA30	MADHU RETHA A
31	2021MBA31	MADHUMITHA M
32	2021MBA32	MALAVIKA R
33	2021MBA33	MANIBALA.M
34	2021MBA34	MANJULA M
35	2021MBA35	MANO RANJITHAM A
36	2021MBA36	MEENAKSHI R
37	2021MBA37	MEENALOSHINI M
38	2021MBA38	MEENATCHI N
39	2021MBA39	MOHANAVALLI M
40	2021MBA40	MUTHU YEGAMMAI C
41	2021MBA41	NAGANANDHINI M
42	2021MBA42	NANDHINI N K
43	2021MBA43	NANDHINIMAI K R
44	2021MBA44	NATHIYA M
45	2021MBA45	NILA G
46	2021MBA46	NITHYA SHREE S
47	2021MBA47	NITHYAKALYANI V
48	2021MBA48	PARKAVI P
49	2021MBA49	PAVITHRASHREE R
50	2021MBA50	PENNNARASI K
51	2021MBA51	PRABHA S
52	2021MBA52	PREETHI J
53	2021MBA53	PREETHIMA N K
54	2021MBA54	PRISHIKA J
55	2021MBA55	PRIYADHARSHINI A
56	2021MBA56	PRIYADHARSHINI C
57	2021MBA57	PRIYADHARSHINI G
58	2021MBA58	PRIYADHARSHINI K
59	2021MBA59	PRIYADHARSHINI N
60	2021MBA60	RAJA LAKSHMI G
61	2021MBA61	RAJA PRIYA S
62	2021MBA62	RAJASHRUTHI S K
63	2021MBA63	RAMALAKSHMI S



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S.NO	Roll No	STUDENTS NAME
64	2021MBA64	RAMYA R M
65	2021MBA65	RAMYA S
66	2021MBA66	RUBINI K
67	2021MBA67	SAADHANA K
68	2021MBA68	SANTHOSHINI N
69	2021MBA69	SHANDHIYA J
70	2021MBA70	SHARMILA A N
71	2021MBA71	SHELLSHIYA S
72	2021MBA72	SHRI RASHMI C
73	2021MBA73	SNEHA P
74	2021MBA74	SOBANA R
75	2021MBA75	SRI ABIRAMI S
76	2021MBA76	STEFFY RACHELJEBAS
77	2021MBA77	STELLA ANTONIYAL C
78	2021MBA78	SUBHIKSHA R M
79	2021MBA79	SUJITHA K
80	2021MBA80	SUNDHARA LAKSHMI M
81	2021MBA81	SWATHY C
82	2021MBA82	SWETHAA P
83	2021MBA83	TAFFIYA S A
84	2021MBA84	VAISHNAVI S
85	2021MBA85	VELANGANNI SARANYA S
86	2021MBA86	VIDHI SHAHJI J
87	2021MBA87	VIJAYALAKSHMI R
88	2021MBA88	VIJAYALEKSHMI S



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Name list of Participants: II MBA

S.No.	Roll No	Name
1.	2020MBA01	AADHI P JAYARUPINI
2.	2020MBA02	AARTHY M
3.	2020MBA03	AHIRSHA S G
4.	2020MBA04	ANBUNANCY I
5.	2020MBA05	ARCHANA S K
6.	2020MBA06	ARUN KARTHIGA DEVI A S
7.	2020MBA07	BAVITHIRA J
8.	2020MBA08	BHAVANI C
9.	2020MBA09	DEVI BALAJ
10.	2020MBA10	FATHUMUTHU BENAZIR B
11.	2020MBA11	GEBROLY R G
12.	2020MBA12	GOWRIKAVIYA S
13.	2020MBA13	HARSHINI TONITTA V
14.	2020MBA14	HASIR JUNAITHA K M
15.	2020MBA15	ILAKKIYA M
16.	2020MBA16	INDHU A A
17.	2020MBA17	INDU PREETHA S
18.	2020MBA18	ISHWARYA S
19.	2020MBA19	ISWARIYALAKSHMI V
20.	2020MBA20	JEEVITHA Y
21.	2020MBA21	JERUSHAH OSCAR
22.	2020MBA22	JESI LUDY J
23.	2020MBA23	JEYA KIRUUTHIKA S
24.	2020MBA24	JEYA KOWSALYA G
25.	2020MBA26	KARTHIGA DEVI V
26.	2020MBA27	KAVIPRIYA M



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S.No.	Roll No	Name
27.	2020MBA28	KIRUTHIGA V
28.	2020MBA29	KRITHIKA K
29.	2020MBA30	LISSY LOURDU ILAKIYYA E
30.	2020MBA31	MAGITHA U
31.	2020MBA32	MALAVIKA SAVITHRI M
32.	2020MBA33	MANEESHA LAKSHMI J
33.	2020MBA34	MANISHA M
34.	2020MBA35	MAREESWARI @ AISHWARYA S
35.	2020MBA36	MARTHAL SNEHA P
36.	2020MBA37	MERCILIN R
37.	2020MBA38	MOHANA PRIYA S
38.	2020MBA39	MONISHA R
39.	2020MBA40	NANDHINI M
40.	2020MBA41	NEHAYADAV P
41.	2020MBA42	PAVITHRA J
42.	2020MBA43	PAVITHRA N
43.	2020MBA44	PAVITHRA S
44.	2020MBA45	POORNIMA R
45.	2020MBA46	PREETHI P
46.	2020MBA47	PRIYA DHARSHINI M
47.	2020MBA48	PRIYADHARSHINI V
48.	2020MBA49	RAJADHARSHINI R
49.	2020MBA50	RAJASHREE K
50.	2020MBA51	RANI P
51.	2020MBA52	ROHINI K
52.	2020MBA53	SAARANAPOORANI@PRIYADHARSHINI S
53.	2020MBA54	SANKARI K
54.	2020MBA55	SANTHIYA S
55.	2020MBA56	SARANYA B



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S.No.	Roll No	Name
56.	2020MBA57	SELVA ESWARI R
57.	2020MBA58	SELVAMBIKA M
58.	2020MBA59	SHALINI P
59.	2020MBA60	SHANMUGAPRIYA V
60.	2020MBA61	SHERNITHA V
61.	2020MBA62	SHIRLINE KIRUBHA P
62.	2020MBA63	SHOBANA G
63.	2020MBA64	SHRUTHI PRIYADHARSHINI V H
64.	2020MBA65	SINTHIYA A
65.	2020MBA66	SIVASANKARI S
66.	2020MBA67	SUMAIYA RIFANA A
67.	2020MBA68	SWATHI NAGA KASTHURI G
68.	2020MBA69	SWATHIPRIYA V
69.	2020MBA70	SWETHA K
70.	2020MBA71	SWETHA S
71.	2020MBA72	VAISHNAVI A
72.	2020MBA73	VARSHA P
73.	2020MBA74	VEERALAKSHMI K
74.	2020MBA75	VIGNESHWARI M
75.	2020MBA76	VIJAYA SHANTHI J B
76.	2020MBA77	VINCELET RESHMA M
77.	2020MBA78	VINITA VICTRIN R
78.	2020MBA79	VISALI M
79.	2019MBA47	SHOBANA M

(Dr. P. Shyamala)

Signature of HOD

DEPARTMENT OF MANAGEMENT STUDIES
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-625 018

Annual Quality Assurance Report (AQAR) (2021- 2022)