



FATIMA COLLEGE

(Autonomous)

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

DEPARTMENT OF MBA

Title : DIGITAL MARKETING IN NEW ERA

Date : 14.10.2023

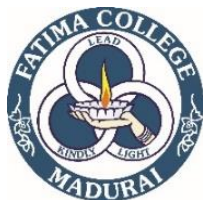
Resource Person/s : Dr. N. N. Sangesh

Head Coach - Digital Marketing
Synergy School of Business Skills
Madurai.
Contact: 9600302985

No. of Participants : 175 Students (I & II MBA)

Focus on : Entrepreneurship / Skill Development

Outcome : Students got acquainted with diversified skill sets which a fresher is expected to have in the Digital Marketing arena, and learnt the business skills in Digital marketing field.



FATIMA COLLEGE

(Autonomous)

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

INVITATION:



Fatima College (Autonomous)

Mary Land, Madurai -18

Department of MBA

Guest Lecture on

“DIGITAL MARKETING IN NEW ERA”

Date: 14.10.2023

Time: 1.30 pm to 2.30 pm

Venue: Sanjose Seminar Hall

Resource Person

Dr. N. N. Sangesh

Head Coach - Digital Marketing

Synergy School of Business Skills, Madurai.



FATIMA COLLEGE

(Autonomous)

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

REPORT:

The Department of MBA organized a guest lecture on the topic "Digital Marketing" felicitated by the resource person Dr. N. N. Sangesh, Head Coach - Digital Marketing, Synergy School of Business Skills, Madurai. The event was held at Sanjose seminar hall from 1:30 p.m to 2:30 p.m on 14th October, 2023. 89 students of I MBA and 86 students of II MBA attended the session.

Highlights:

The programme began with a welcome address delivered by Ms. R. B. Sampreetha of I MBA. It was an interactive session denoting the scope of digital marketing and the skill sets which one should develop in this competitive era and highlighted the importance of effective utilization of platforms which are prevailing to explore and advance oneself in the corporate world.

The speaker firmly advised the youth on the leverage of applying theoretical knowledge into practice, and up-skilling oneself which is an important guide for thinking out of the box as expected by recruiters in case of uncertainties. He further stated that accepting digital marketing in the new era, establishing a strong presence and reaching out to the target audience through digital channels has become more crucial to fill the industrial gap in the market.

Citing examples from the management aspect, the speaker focussed on the components of digital marketing and discussed the pros and cons of digital marketing when taken up as a career.

The lecture was received with great zeal by the students and they also found the slides to be informative which they made note for future reference. A question and answer segment was held and a feedback form, from the speaker's end was circulated. The session ended with a vote of thanks which was delivered to the speaker by Ms. M. Vijayadharshini of II MBA, for acquainting the students with a refined and value filled session.

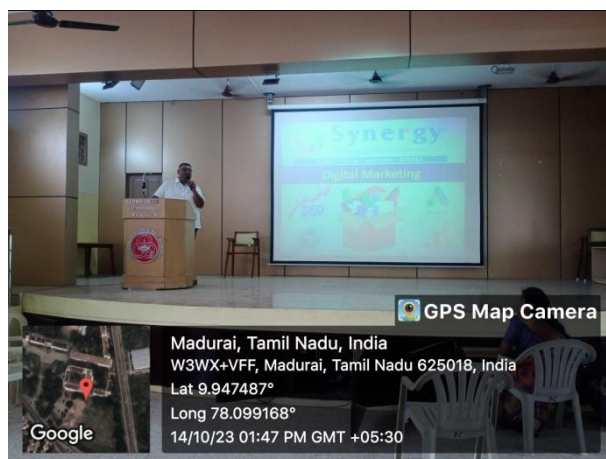


FATIMA COLLEGE

(Autonomous)

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

Photo Gallery



Dr. N. N. Sangesh, Head Coach - Digital Marketing, Synergy School of Business Skills, Madurai.

Name list of Participants: I MBA

S.NO	ROLL NO.	STUDENTS NAME
1	2023MBA01	AARTHI M
2	2023MBA02	AARTHI PRIYA B
3	2023MBA03	AFROSE BANU S
4	2023MBA04	AKSHAYA SRI T
5	2023MBA05	ANISA AYESHA A
6	2023MBA06	APSANA M
7	2023MBA07	ASHIKA JULIET S
8	2023MBA08	BAVATHARANEE S
9	2023MBA09	DANANIR M B
10	2023MBA10	DEEPTHI P
11	2023MBA11	DEVI YUVASRI D
12	2023MBA12	DHANUSHYA SREE J



FATIMA COLLEGE

(Autonomous)

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

S.NO	ROLL NO.	STUDENTS NAME
13	2023MBA13	DIVYA R
14	2023MBA14	DIVYA BHARATHI R
15	2023MBA15	DIVYABHARATHI V
16	2023MBA16	DURGA P
17	2023MBA17	DURGA DEVI G
18	2023MBA18	EMIMA S
19	2023MBA19	EVANGELIN EMIMA T
20	2023MBA20	FARHANA BEGAM S
21	2023MBA21	GAYATHRI R
22	2023MBA22	GEETA PRIYA S
23	2023MBA23	HARINI P
24	2023MBA24	HARITHA S
25	2023MBA25	ISHWARYA K
26	2023MBA26	ISHWARYA R
27	2023MBA27	IYASHIKA P
28	2023MBA28	JANANI S
29	2023MBA29	JAYA MEENA K
30	2023MBA30	KABILA G
31	2023MBA31	KARTHIKA S
32	2023MBA32	KAVYA S
33	2023MBA33	KEERTHANA D
34	2023MBA34	KRITHIKA K
35	2023MBA35	LAKSHMI PRIYA R
36	2023MBA36	LAVANYA P
37	2023MBA37	LYNCIA REBEK P
38	2023MBA38	MAHALAKSHMI R
39	2023MBA39	MARIESWARI S
40	2023MBA40	MEGA M
41	2023MBA41	MELBAH JEMILIN VIBINA M
42	2023MBA42	MOHAMMED MUMTAJ BEGAM NACHYAR
43	2023MBA43	MOHANA DHARSHINI S
44	2023MBA44	NACHIYAR V
45	2023MBA45	NAGAPRIYADHARSHINI G
46	2023MBA46	NIDARSHINI P V
47	2023MBA47	NISHADEVI R



FATIMA COLLEGE

(Autonomous)

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

S.NO	ROLL NO.	STUDENTS NAME
48	2023MBA48	NITHYA P
49	2023MBA49	NITHYASRIHARITA R
50	2023MBA50	NIVETHA R
51	2023MBA51	PONAKSHAYA S
52	2023MBA52	POORANI J
53	2023MBA53	POORANI R
54	2023MBA54	PRAVEENA K
55	2023MBA55	PRITHISHIKA S
56	2023MBA56	RANJANI R
57	2023MBA57	RINE JOSE I
58	2023MBA58	RISHIKA SREE R K
59	2023MBA59	RITHANI R
60	2023MBA60	ROSHANI KUJUR
61	2023MBA61	ROSHINI J
62	2023MBA62	ROSHINI SHAIKH M H
63	2023MBA63	SALVA S
64	2023MBA64	SAMPREETHA R B
65	2023MBA65	SANTHANA VINNILA A
66	2023MBA66	SARALADEVI M
67	2023MBA67	SATHYABAMA M
68	2023MBA68	SEELA VARSHINI G
69	2023MBA69	SELVAMANI P
70	2023MBA70	SHALINI K
71	2023MBA71	SHARLI SILVIYA I J
72	2023MBA72	SHOBIKA A
73	2023MBA73	SHURUTHI G
74	2023MBA74	SIVARANJANI M
75	2023MBA75	SNEGA VARSHINI N
76	2023MBA76	SNEKA P
77	2023MBA77	SONIA MAHALAKSHMI K
78	2023MBA78	SUVETHA N A
79	2023MBA79	SWATHI S
80	2023MBA80	SWETHAA G
81	2023MBA81	THILLAI PRIYA M
82	2023MBA82	UMERAH SHIFANA S



FATIMA COLLEGE

(Autonomous)

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

S.NO	ROLL NO.	STUDENTS NAME
83	2023MBA83	VAISHNAVI S
84	2023MBA84	VARSHA SRI S
85	2023MBA85	VASUMATHI S
86	2023MBA86	VIBHACINI K
87	2023MBA87	VIDHYA POORANI V T
88	2023MBA88	VIJAYALAKSHMI R
89	2023MBA89	VINITHA K

II MBA STUDENTS NAME LIST:

S.NO	Roll No.	STUDENTS NAME
1.	2022MBA01	ABINAYA A
2.	2022MBA02	ABIRAMI E
3.	2022MBA03	ABIRAMI V
4.	2022MBA04	AGALYA M
5.	2022MBA05	AKILA V
6.	2022MBA06	ALIN MARIA VINCY A
7.	2022MBA07	ANGELINPREETHI J
8.	2022MBA08	ARO CELSIA A
9.	2022MBA09	ASMITHA SREE J S
10.	2022MBA10	ATHERSHA C
11.	2022MBA11	BHAGYALAKSHMI S
12.	2022MBA12	BHAVANI D S
13.	2022MBA13	CELCIYA P
14.	2022MBA14	DEVADHARSHINI C I
15.	2022MBA15	DHAARANI M
16.	2022MBA16	DHARA S
17.	2022MBA17	DHARANI N
18.	2022MBA18	DHARANIKA R
19.	2022MBA19	DHIRTHANA A
20.	2022MBA20	DHIVYAKUMARI A
21.	2022MBA21	DURGA DEVI R
22.	2022MBA23	GANDHIMATHI M
23.	2022MBA24	GANGA MUNEESHWARI S
24.	2022MBA25	GAYATHRI K J



FATIMA COLLEGE

(Autonomous)

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

S.NO	Roll No.	STUDENTS NAME
25.	2022MBA26	GEETHA R
26.	2022MBA27	GOWRI S
27.	2022MBA28	HARINI M
28.	2022MBA29	INFANT JENIFER J
29.	2022MBA30	JACKLIN MERCY A
30.	2022MBA31	JANANI M
31.	2022MBA32	JENIFERRAJPRINCE A
32.	2022MBA33	JERIN HASINA S
33.	2022MBA34	JOY GILDA FLORENCE B
34.	2022MBA35	JUVAIRIYA BEGUM M
35.	2022MBA36	KAMALI A
36.	2022MBA37	KEERTHANA P
37.	2022MBA38	KIRUTHIGA R
38.	2022MBA39	LAKSHMI PRABHA B
39.	2022MBA40	LEO MERLIN X
40.	2022MBA41	MADHUBALA N
41.	2022MBA42	MEENACHADHIKA G
42.	2022MBA43	MEERA SEETHARAMAN
43.	2022MBA44	MUTHU ABINAYA R
44.	2022MBA45	MYMOON FIRDOUS M
45.	2022MBA46	NABIHA BANU M
46.	2022MBA47	NAGA JOTHI P
47.	2022MBA48	NAYAKI POOJA A
48.	2022MBA49	NEHA S
49.	2022MBA50	NITHERVINI R
50.	2022MBA51	PADMA PREETHA S
51.	2022MBA52	PAVITHRA C (17-03-2002)
52.	2022MBA54	PONYAMUNA G
53.	2022MBA55	POORNIMA M
54.	2022MBA56	PRAVEENA M
55.	2022MBA57	PRINCY S
56.	2022MBA58	PRIYADHARSHINI B
57.	2022MBA59	PRIYADHARSHINI M B
58.	2022MBA60	RAJA RAJESHWARI M S
59.	2022MBA61	RAJARAJESHWARI S



FATIMA COLLEGE

(Autonomous)

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



FATIMA COLLEGE

(Autonomous)

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

S.NO	Roll No.	STUDENTS NAME
60.	2022MBA62	RATHIMEENA K
61.	2022MBA63	RINTHIYA SRI G
62.	2022MBA64	RUBINA J
63.	2022MBA65	RUBY V
64.	2022MBA66	SANGEETHA B
65.	2022MBA67	SANKARI S
66.	2022MBA68	SANTHIYA A
67.	2022MBA69	SHALINI BRINDHA B
68.	2022MBA70	SHANKARI N
69.	2022MBA71	SHEELA A
70.	2022MBA72	SHREE LEKHA B S
71.	2022MBA73	SNEHA P S
72.	2022MBA74	SONALI R
73.	2022MBA75	SUBA LAKSHMI G
74.	2022MBA76	SUBASHINI N
75.	2022MBA77	SUBBULAKSHMI A
76.	2022MBA79	SUMAIYA PARVEEN N
77.	2022MBA80	SWATHI C
78.	2022MBA81	SWETHA M
79.	2022MBA82	THANGESWARI B
80.	2022MBA83	THERESE DAYANA S
81.	2022MBA85	VIJAYADHARSHINI M
82.	2022MBA86	VISALAKSHI A
83.	2022MBA87	WAASHIFA BANU M I
84.	2022MBA88	YAMINI S
85.	2022MBA89	YAZHINI M
86.	2022MBA90	YAZHINI S

(Dr. P. Shyamala)

Signature of HOD

Annual Quality Assurance Report (AQAR) (2023-2024)