

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF COMPUTER SCIENCE

Title : **Digital Marketing**

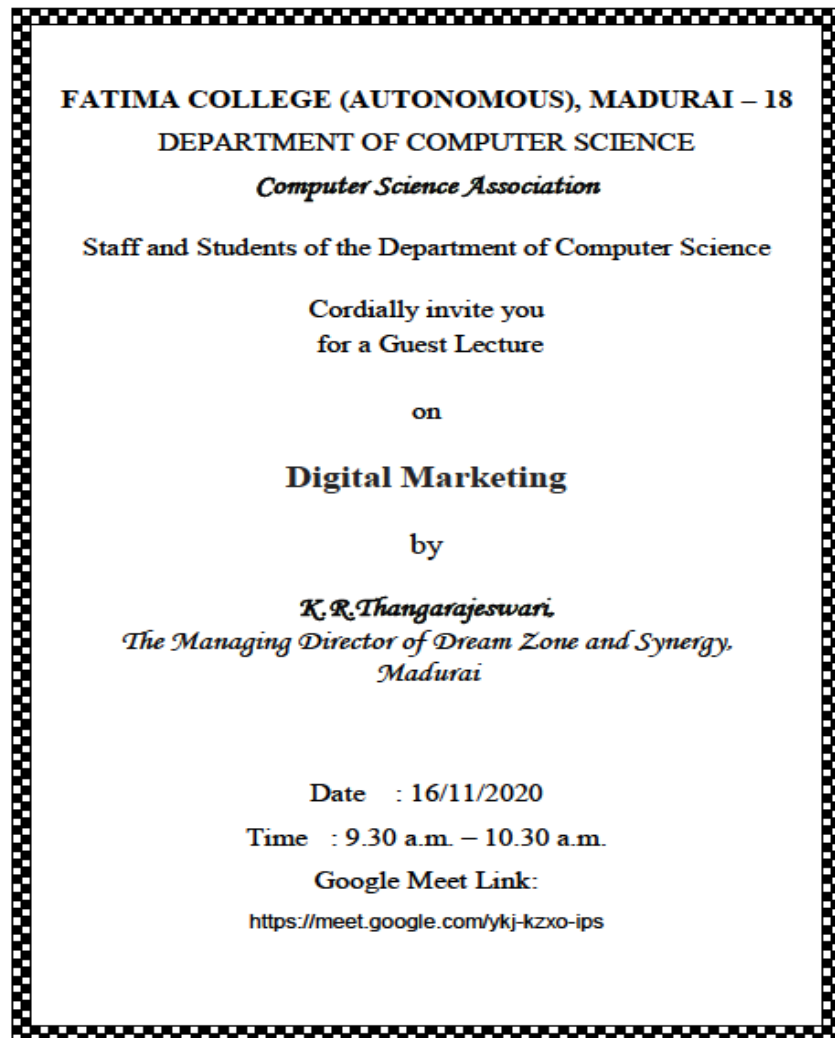
Date : **16-11-20**

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

No. of Participants : **63**

Focus on : **Skill Development & Entrepreneurship**

Outcome : **Understand the basics of Digital Marketing and opportunities available in the digital world.**



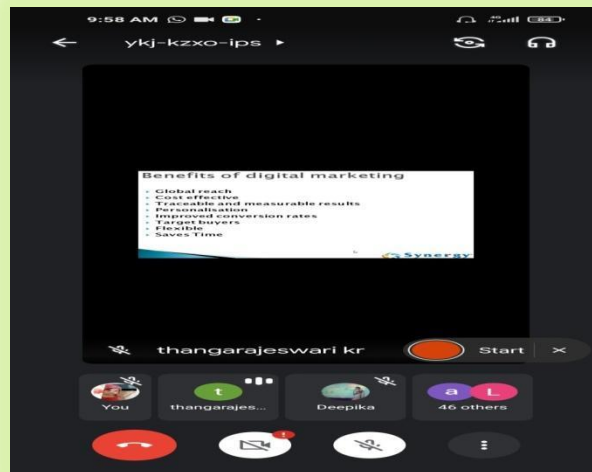
The department of Computer Science organized a Guest Lecture on ‘**Digital Marketing**’ and it was delivered by K.R.Thangarajeswari, the Managing Director of Dream Zone and Synergy, Madurai on 16 November 2020.

This lecture focused on the basics of Digital Marketing and how it uses the internet to reach consumers and also the categories of Digital Marketing. It also focused on careers in Digital Marketing and the future of Digital Marketing.

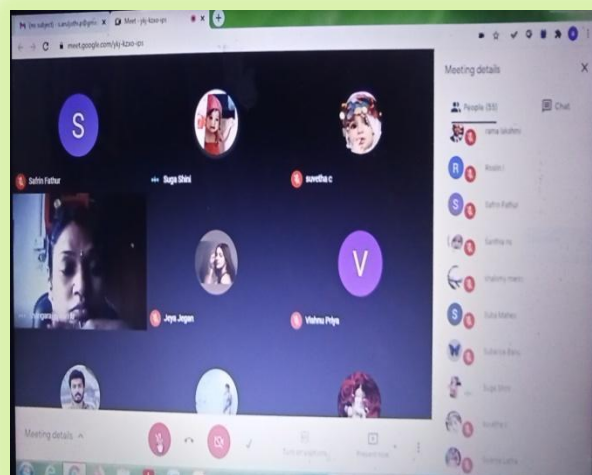
She explained Digital Marketing in a simple way that Digital marketing is any form of marketing products or services that involves electronic devices.

She also explained that there are a wide range of digital marketing jobs out there meaning there are a huge variety of career options like Search Engine Optimization, Search Engine Marketing, Email Marketing, Analyticsetc.,

She concluded the lecture by informing them of the huge opportunities for digital professionals across roles and industries. 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.



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



PARTICIPANTS' LIST

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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
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8	2019MSCB11	MONISHA P
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10	2019MSCB13	PAVITHRA M
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
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18	2019MSCB22	PRITHI S
19	2019MSCB24	PRAVEENA S
20	2019MSCB25	VISHNU PRIYA R

21	2019MSCB26	PRATHIKSHA K
22	2019MSCB27	MONISHA S