

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with A+ Grade - 4th cycle

College of Excellence – UGC

Coimbatore - 641 029, Tamil Nadu, India



DEPARTMENT OF COMMERCE REPORT

Type of the Activity	Re-Skilling
Title of the Programme	Alumni Interaction session
Date	22.07.2025
Time	10.00AM
Venue of the Programme	E-24 Classroom
Objectives of the Programme	To help students to identify the right career path in digital marketing.
Details of the Resource Person(s)	Mr.Sreevishnu K B, Alumnus of Commerce, Batch (2019-2022) Kongunadu Arts and Science College and currently pursuing MBA in Alliance University, Bengaluru.
Title of the Invited Talk(s) / Technical Sessions(if applicable)	“Career setting in Digital Platform”
Outcome of the Programme	The alumnus highlighted the emerging career opportunities for digital marketing professionals in India. He also underlined the factors that influence a successful career in digital marketing.
Number of Beneficiaries (Both Students and Faculty)	52 students from III year BCOM
Geo tag Photos (Max 4 Nos.)	

