

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE
DEPARTMENT OF COMMERCE
GUEST LECTURE
On
“IMPRESSIVE GROWTH OF DIGITAL MARKETING”
September 04th - 2024 (Wednesday)
REPORT

The Department of Commerce organized a Guest lecture on 04.09.2024 and the Chief Guest for the function was **Mr.P.Krithik, Academic Coordinator, Esmart Education and Technologies, Coimbatore.**

The function started with a prayer song. Dr.S.Uma, Head of the Department, Department of Commerce welcomed the gathering. The Chief Guest Mr.P.Krithik, Academic Coordinator, Esmart Education and Technologies, Coimbatore, delivered the lecture on **“IMPRESSIVE GROWTH OF DIGITAL MARKETING”**. In his address, He explained the evolution of marketing in the digital era and emphasized future opportunities in digital marketing to the students. About 69 students participated actively and were benefited by this programme. Ms.S.Saranya, Assistant Professor, Department of Commerce delivered the vote of thanks.

