**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

**COIMBATORE**

**DEPARTMENT OF COMMERCE**

**GUEST LECTURE**

**On**

**“Prospectus and Opportunities in Digital Marketing”**

**Sept 14th - 2023 (Thursday)**

**REPORT**

**The Department of Commerce organized a Guest lecture on 07.09.2023 and the Chief Guest for the function was Mr.C.P.Abishek, Marketing Manager, Robomatiic, 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.C.P.Abishek, Marketing Manager, Robomatiic, Coimbatore, delivered the lecture on “Prospectus and Opportunities in Digital Marketing”. In his address, he emphasized the rapid growth of digital marketing in India. He pointed out the employment opportunities in the field of digital marketing. His address was very inspiring and the students participated actively. 98 UG Commerce students were benefited by the programme. Dr.S.Kalpana devi Assistant Professor, Department of Commerce delivered the vote of thanks.**

