



**Kongunadu Arts and Science College (Autonomous),
(AUTONOMOUS)
Coimbatore – 29.**

Department Of Commerce with Information Technology

Seminar on Digital Marketing

12th July, 2023

-Report -

Kongunadu Arts and Science College (Autonomous), Department of Commerce with Information Technology have organised Seminar on ‘Digital Marketing’ on 12th July, 2023 at Sister Nivedhitha Hall.

Objective: To enable the students to understand the growing importance of Digital Marketing and how technology transform the business world.

About the Event:

Mr. Santhosh Kumar, Social Media Analyst, Accent Techno Soft, Coimbatore, was the chief guest. He emphasized on the need for digital marketing for emerging entrepreneurs and other field and how technology assists the digital transformation in global business. He explained how formulation of strategies will lead an organisation for online market presence. For any marketer, customer segmentation will make a way; digital marketing will help to reach the targeted customer at ease. At the end, students’ queries were answered.

Dr.KSMohanavignesh, Assisnt Professor welcomed the gathering, Dr. P Sudha delivered vote of thanks.

Number of Beneficiaries: Faculty: 04 and Students: 152

