



KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Re-accredited by NAAC with A+ Grade - 4th cycle,
College of Excellence – UGC
52nd Rank among Colleges in NIRF 2024
Coimbatore - 641 029, Tamil Nadu, India



DEPARTMENT OF COMPUTER SCIENCE (AIDED)

“Guest Lecture on “Digital Marketing”

Supported by

DBT STAR COLLEGE SCHEME

REPORT

Name of The Event	A Guest Lecture on “ Digital Marketing”
Date	10.07.2025
Time	10.00AM-1.00PM
Resource Person	Mr.M.Vinoth B.E Managing Director, SVT Digital Infotech , Tiruppur
Venue of The Programme	Lab VI
Objectives of the Programme	• Familiarize attendees with core areas such as SEO, SEM, content marketing, email marketing, social media, affiliate marketing, and analytics. • Explain how businesses use digital strategies to reach and engage customers more effectively in the digital age. • Encourage students to consider digital marketing as a viable and dynamic career path by discussing job roles and required skills.
Outcome of the Programme	• Attendees will be able to recognize and understand the significance of different digital marketing strategies

	such as SEO, SEM, social media marketing, content marketing, and email marketing. • Participants will learn how to align marketing campaigns with the changing behaviors and preferences of online consumers. • Learners will be aware of ethical standards and legal considerations, including data privacy, transparency, and copyright laws.
Number of Beneficiaries with class (Both students and faculty)	III B.Sc Computer Science – 48 II B.Sc Computer Science - 12 Faculties: 3 Dr.A.Kavitha Mrs.S.Vishalini Mrs.Ansu Elsa Koshy Total No of Beneficiaries: 63

Report in Detail:

The primary goal of the lecture was to demonstrate the increasing importance of digital marketing in today's fast-paced, technology-driven business environment. The speaker discussed how businesses use digital platforms to engage customers, build brand awareness, and drive sales more effectively than ever before.

Real-world case studies and examples from successful digital campaigns were shared, giving participants the opportunity to see how companies effectively implement these strategies to achieve measurable results.

Another core objective of the program was to shed light on **consumer behavior** in the digital space. With the rise of social media and mobile devices, consumer behavior has drastically shifted, and the speaker highlighted how marketers need to adapt their strategies accordingly. Participants learned how to leverage data analytics to better understand consumer preferences, interests, and purchasing patterns. This was a key takeaway for those interested in understanding the intricate relationship between digital marketing and consumer engagement.

The end of the session, participants were equipped with a solid foundation in digital marketing principles, an understanding of its applications in business, and insight into the future of the industry. They were able to recognize the tools and strategies used by successful digital marketers and were provided with the knowledge to engage in or develop their own digital marketing campaigns.

Signature of the Department Coordinator

Signature of the Head of the Department



**KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**
**Re-accredited by NAAC with A⁺ Grade - 4th cycle,
College of Excellence – UGC
52nd Rank among Colleges in NIRF 2024
Coimbatore - 641 029, Tamil Nadu, India**

DEPARTMENT OF COMPUTER SCIENCE (AIDED)

Supported by
DBT STAR COLLEGE SCHEME

Name of the Event: Guest Lecture on “Digital Marketing”

Date: 10.07.2025

