



BKONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)

Re-Accredited by NAAC with 'A' Grade 3.64 CGPA out of 4 (3rd Cycle)

College of Excellence (UGC)

COIMBATORE - 641 029, TAMIL NADU, INDIA

DEPARTMENT OF BUSINESS ADMINISTRATION [CA]

Department of BBA- CA of Kongunadu Arts and Science College has Organized a State Level Seminar on **“DIGITAL MARKETING ”** as on 20/03/2019.

Ms. Arockiya Gurushiya.J. A of II BBA-CA has delivered the welcoming address.

Department staffs honored the Expert Person.

In the programme Mr,Allwin Jebakumar, SEO Trainer, in Digital Researchers, Coimbatore have delivered the speech on **“Digital Marketing”** where it is useful for the students to develop their Marketing knowledge in their future jobs. The marketing of products or services using digital channels to reach consumers. The key objective of digital marketing is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet.

Ms. Anu Archana of II BBA-CA has delivered the vote of thanks.

