



**KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**
Re-accredited by NAAC with A+ Grade - 4th cycle
College of Excellence – UGC
29th Rank among Colleges in NIRF 2023
Coimbatore - 641 029, Tamil Nadu, India



DEPARTMENT OF COMPUTER TECHNOLOGY

HANDS ON TRAINING PROGRAMME IN DIGITAL MARKETING

REPORT

Name of the Event	Hands on Training Programme in Digital Marketing
Date	31-1-2024
Time	2.00 AM - 4.00 PM
Resource Person With Designation	Mr. Ganesh Babu Balamurugan Founder, CEO Web Epic Technologies Private Limited, Coimbatore
Venue of the Programme	Lab 5, KASC.
Objectives of the Programme	<ul style="list-style-type: none">• Create knowledge on using digital marketing to reach out to new audiences.• To create awareness about job opportunities in Digital Marketing field• Understand why Digital marketing is essential for running a company
Outcome of the Programme	<ul style="list-style-type: none">• how to generate revenue via digital marketing• Learned how to companies use digital marketing to create lead among competitors.
Number of Beneficiaries (Both Students and Faculty)	Staff members: - 04 Students - 65 Total Beneficiaries - 69

