



02/02/2022

Webinar Report

With the support and encouragement from our Director Prof.Dr.Manivannan. **Department of Business Administration** and **Department of Commerce** of School of Arts and Science,(SAS) AV Campus, Paiyanoor, Chennai, jointly organized the webinar on **DIGITAL MARKETING** on 31st January 2022 from 11.30 AM to 1.30 Noon.

The webinar is aimed for the students to get the importance of digital marketing, current trends, types of digital marketing, current trends followed by corporates in the field of retail business. The webinar also highlighted the job scope for the students, and the skills that are required to start business. More than 86 students participated in this webinar and benefited from this webinar.

Welcome address:

The webinar started by 11.30 AM with an invocation and welcome speech by Dr.M.B.Srinivasan, Professor & HOD, Department of Business Administration School of Arts and Science.

Presidential address:

The Presidential address delivered by Prof.K.Manivannan, Director, School of Arts and Science, AV Campus, Old Mahabalipuram Road, Paiyanoor, Vinayaka Mission's Research Foundation. The importance of digital marketing importance was highlighted along with the appreciation of organizing regular session to bring the more awareness about the corporate requirements to the student's community as they will get to know the current trends that are followed with the industrial

expectations and get well equipped to face the challenging in the competitive environment.

Chief Guest introduced by Mr.S.Krishnasaamy, Assistant Professor, Department of Business Administration, School of Arts and Science, AV Campus, Paiyanoor, Chennai.

Expert Speaker:

The Special speech delivered by Dr.R.Priya, Associate Professor, Department of Business Administration, Justice Basheer Ahmed Sayeed College for Women, Chennai. The presentation on Digital Marketing had its importance, current trends, 7Cs of digital marketing, Search Engine Optimization, Content Marketing, PPC and Digital Analytics, Job Scope followed by question answer session by the participants.

Vote of Thanks:

Vote of Thanks delivered by Dr.A.Krishnamurthy – Assistant Professor & HOD, Department of Commerce, School of Arts and Science, AV Campus, Paiyanoor, Chennai.

The complete session was compered by Ms.Divine Wisdom, Assistant Professor, Department of commerce.

The webinar session ended by 1.30 Noon.



**DEPARTMENT OF BUSINESS ADMINISTRATION
&
DEPARTMENT OF COMMERCE**

CORDIALLY INVITES YOU ALL FOR THE WEBINAR ON

DIGITAL MARKETING

Expert Speaker

Dr. R. PRIYA

Associate Professor,
Department Of Business Administration
Justice Basheer Ahmed Sayeed College
For Women (Autonomous)



DATE : 31.01.2022
TIME : 11.30 AM TO 01.30 PM



zoom

Meeting ID : 820 5799 8023
Passcode : VMRF

Dr. K. MANIVANNAN, Director, SAS

Dr. M.B. SRINIVASAN,
Prof. & HoD,
Department of Business Administration

Dr. A. KRISHNAMURTHY
Asst. Prof. & HoD,
Department Of Commerce

Meeting ID: 820 5799 8023

Passcode: VMRF

S.Deva joined

REC



Director SAS



Recorded

AMEETH BASHA

Dr.R.Priya

Srinivasan Moharkonda

Jeshuran Samuel J

divine wisdom

Home

AMEETH BASHA

Layout

Font

Paragraph

Drawing

Editing

Slides Outline

1 Digital Marketing

2 Key areas of discussion

3 WHAT IS DMP

4 What is DMP?

5 Why Digital Marketing

6 The 7Ps of Digital Marketing

JUSTICE BASHEER AHMED SAYEED COLLEGE FOR WOMEN(AUTONOMOUS)

Digital Marketing

Creative IDEA IDEAS PROMOTE SELL Target SEM Interactive Customers SEO Content Performance

TECHNOLOGY DYNAMIC INSPIRATION

Advertising Promotion

Online Mobile Growth TARGET BRANDING PLACEMENT Consumer ANALYSIS

Implementation

Dr.Priya, M.B.A,M.Phil,Ph.D, Assistant Professor
Department of Business Administration
Chennai

Slide 1 of 38 | Office Theme | English (United States) | 84%

Audio Start Video Participants 84 Chat Share Screen Record Reactions Leave

11:40

4G

Close

Participants (76)

Search

 Srinivasan Mohark... (Co-Host, me)   

 Jeshuran Samuel J (Host)   

 divine wisdom (Co-Host)   

 Dr.R.Priya (Co-Host)   

 KM Krishna Moorthy (Co-Host)   

 KS Krishnasaamy S (Co-Host)   

 DS Director SAS  

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 AG Aarhi Gomathi  

 A Aarhi.S  

Invite

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Close Participants (84)

Search

-  Ramesh M (me)  
-  Jeshuran Samu... (Host)  
-  divine wisd... (Co-host)  
-  Dr.R.Priya (Co-host)  
-  KM Krishna Moo... (Co-host)  
-  KS Krishnasaam... (Co-host)  
-  Srinivasan... (Co-host)  
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-  AG Aarthi Gomathi  
-  A Aarthi.S  

Invite