



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

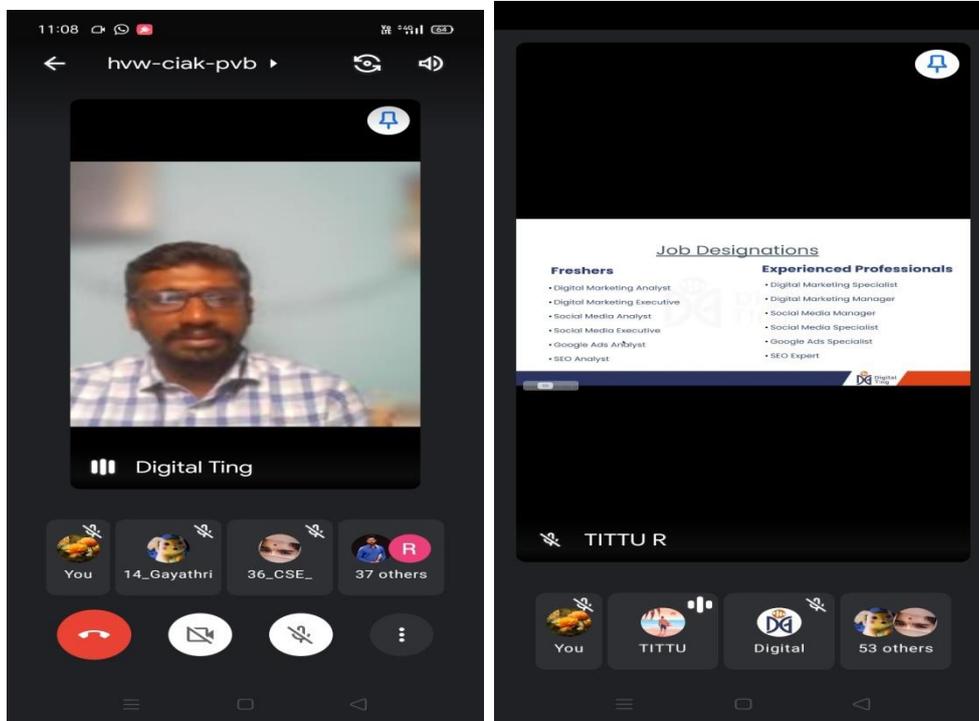
ACADEMIC YEAR 2020 - 2021 / EVEN SEMESTER

REPORT

1. Name of the event : Guest Lecture on “Digital Marketing”
2. Date & Session : 22.05.2021 (11.00am – 12.00pm)
3. Venue : Google meet
4. Name of the Organizer : Mrs.G.Chandra Praba, AP/ CSE
5. Resource Person : Mr.A.Karthik, Digital Marketer, Chennai.
6. Objective : To create an exposure to the students about the digital marketing and the career opportunities in it.

Department of Computer Science and Engineering organized a guest lecture on “Digital Marketing” on May 22nd of 2021 with the objective of making the students exposed to the currently emerging business area and the career opportunities in it. Around 40 students from our department attended the session and got exposed to the digital marketing. The resource person Mr.A.Karthik, Digital Marketer and Founder of Digital Ting(Academy for digital marketing training) and his partner Mr.Tittu Raja elaborated the basics and the scope of the domain in future in a well organized manner. The session highlighted the following points:

- What is digital marketing?
- Components of digital marketing
- Digital Marketing Strategies
- Real world examples
- Career opportunities and the skills needed



A screenshot of Google Meet during the Guest Lecture on “Digital Marketing”.

Feedback from Students

- Very informative.
- Very useful session.
- Good session.

Outcome:

The students make use of this guest lecture to know about the basics of digital marketing, the trending business domain, the knowledge of which can help them in their career.

SIGNATURE OF COORDINATOR

HOD/ CSE

PRINCIPAL