THE AMERICAN COLLEGE

An Autonomous Institution affiliated to the Madurai Kamaraj University
Re-accredited (2nd Cycle) by NAAC with Grade "A" CGPA - 3.46 on a 4-point scale

Madurai - 625002.

Department of Business Administration

INVITATION

We cordially invite you to attend a
Guest lecture on the topic

" Digital marketing"

By

Ms.Kavitha

Synergy

Date: 01/08/19 at 3.30 P.M

Venue: Saunder's hall

Brief report on the Guest Lecture conducted by the Department of Business Administration on 1 August 2019

Digital marketing is an emerging field and it has become a very powerful medium. The students were arranged for a session in understanding and getting more information on digital marketing. Ms. Kavitha from Synergy, Madurai gave a lecture on the topic "Emergence of Digital Marketing". The inaugural address for the program was given by Ms. Priyadarshini, Assistant professor, Department of BBA. The speaker made a very interesting presentation on the digital marketing subject. She shared her knowledge in a wonderful manner by citing many examples and how digital marketing has taken the world by storm. The students were enthusiastic and they also learned a lot about the more popular and growing aspect of digital marketing. The vote of thanks was proposed by Mr.Veera Sabarinathan, III year BBA student.

Emergence of digital marketing by Synergy on 1/8/19