The American College

Department of Commerce(CA)

GUEST LECTURE ON DIGITAL MARKETING

Guest Speaker:
Mr. B. Annadurai

Date: 12-10-2015

Time: 3.00 - 4.00 p.m.

Venue: Seminar Hall

Prof. D. Kanakavalli
Head

GUEST LECTURE ON 'DIGITAL MARKETING'

DATE: 12-10-2015

VENUE: SEMINAR HALL, PLL, THE AMERICAN COLLEGE, MADURAI

RESOURCE PERSON: MR.B.ANNADURAI, MD

The Programme started with prayer by a student. The chief guest, Mr.B.Annadurai was welcomed by one of our student. The guest speaker spoke about digital marketing. As it is the need of the hour, the students were very much involved. The speaker told about the shift in trends in the methods of marketing and the change in preference of the buyers. It was a very useful session.

Guest Lecture on 'Digital Marketing' 12.10.2015