



Since 1881

## THE AMERICAN COLLEGE, MADURAI

An Autonomous Institution Affiliated to Madurai Kamaraj University  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A" CGPA – 3.46 on a 4 point scale



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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



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### 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.

Dr. S. Sathya Dev, M.B.A., Ph.D.,  
Head of the Department  
Department of Business Administration  
The American College,  
Madurai-625 002

Dr. M. DAVAMANI CHRISTOBER  
Principal & Secretary  
The American College  
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Emergence of digital marketing by Synergy on 1/8/19



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