



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

### **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



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### 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.

**Dr. M. DAVAMANI CHRISTOBER**  
Principal & Secretary  
The American College  
Madurai-625 002



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### Guest Lecture on 'Digital Marketing' 12.10.2015

