



Since 1881

THE AMERICAN COLLEGE, MADURAI

An Autonomous Institution Affiliated to Madurai Kamaraj University

Re-accredited (2nd Cycle) by NAAC with Grade "A" CGPA = 3.46 on a 4 point scale



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DEPARTMENT OF COMMERCE (SF)
THE AMERICAN COLLEGE
MADURAI

Guest lecture on
Digital Marketing

Resource Person
Mr. B. Prakash Raj B.Com.,
Graphic Designer

Date : 13th September, 2019
Time : 3.00 p.m
Venue: PLL Seminar hall

All are Cordially Invited



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REPORT ON GUEST LECTURE ON DIGITAL MARKETING

DATE : 13.9.2019
VENUE : PLL Seminar Hall.
RESOURCE PERSON : Mr.B.Prakash Raj, Graphic Designer

The programme was started with a word of student's prayer. Dr. Nixon Jesuraj welcomes the gathering and read the profile of the guest speakers. Mohamed Riyaz student of 18 CME give a Momentum to the guest speaker.

Mr.B.Prakash Raj speaks about the need and importance of digital marketing in today's scenario and how the students are prepare themselves for deals with digital markeing. Students are asking their doubts and interact with the guest speaker and clarify their doubts. An approximately 183 students are attending the programme. Manoj student of 18 CME proposed the vote of thanks.

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



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Digital Marketing on 13.0.2019



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