

Organizing Committee Members

VHNSN College (Autonomous)

Mr.B.Abirami, Asst. Prof. of Commerce(CA)SF
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Mr.G.Ramraj, Asst. Prof. of Commerce(CA)SF
Mr.C.Kalaiselvan, Asst. Prof. of Commerce(CA)SF
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Mrs.R.Maheswari, Asst. Prof. of Commerce(CA)SF
Mrs.M.Saraswathy, Asst. Prof. of Commerce(CA)SF

MTN College (Autonomous)

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Mrs.T.Thivya Sindhu, Asst. Prof. of Commerce(CA)
Mrs.U.Bharthi, Asst. Prof. of Commerce(CA)
Dr.N.Illampirai, Asst. Prof. of Commerce(CA)
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Mrs.P.L.Savithiri, Asst. Prof. of Commerce(CA)
Mrs.R.RekhaPriyadharshini, Asst.Prof.ofCommerce(CA)

Address for Communication :

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VHNSN College Managing Board

President : **Thiru V. Palanichamy**
Vice-President : **Thiru V.P.P.K.V.N Rajamohan**
Vice-President : **Tmty G.Ramya**
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Principal
Co-Chairman : **Dr. R. Palaniappan**
Co-ordinator, SF Programmes

MTN College (Autonomous)

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Principal i/c : **Dr. S. Venkateswaran**

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Head & Asst. Prof. of Commerce (CA) SF
Mr.V.M. Kannan,
Asst. Prof. of Commerce (CA) SF
Mr.M. Sivasankar,
Asst. Prof. of Commerce (CA) SF
VHNSN College (Autonomous)

Mrs.A.Nagaswathy,
Head & Asst. Prof. of Commerce (CA)
MTN College (Autonomous)

Workshop Co-ordinators

Mr.N.Kanagavel, Asst. Prof. of Commerce (CA) SF
Dr.R.Sivajothi, Asst. Prof. of Commerce (CA) SF
VHNSN College (Autonomous)

Mr.S.P. Subramania Raja, Asst. Prof. of Commerce (CA)
MTN College (Autonomous)



Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous)

VIRUDHUNAGAR

(Affiliated to Madurai Kamaraj University)
(Accredited with 'A' Grade by NAAC)
Ranked 49th in College Category by NIRF 2022

*Low Cost Access to High Quality
Education*

Department of Commerce (CA) SF

in association with

Department of Commerce (CA) Mannar Thirumalai Naicker College (Autonomous)

Madurai

Organises

One Day State Level Workshop on Digital Marketing on

15th February 2023

Venue: Kanagamani Conference Hall

DIGITAL MARKETING



About the College

Virudhunagar Hindu Nadars' Senthikumara Nadar College, the sanctum of knowledge was founded in 1947. Ever since, the awe-inspiring institution with its celestial vision has been shaping every generation to reach skylights in their lives. The Institution has attained an eminent status with 25 UG, 15 PG, and 10 Ph.D Programmes. The UGC granted Autonomous status to the institution in 2012. The College is accredited with 'A' Grade by NAAC in the fourth cycle of accreditation. The institution has secured 49th rank in NIRF Ranking 2022 in College category by the Ministry of Human Resource Development, New Delhi. To add few more feathers to its cap, the College has been recognised as a DST- FIST sponsored College and DBT STAR College. Today, after 75 years of its inception, VHNSN College has grown from strength to strength, scaling new heights and crossing many milestones on the academic road. The College of 150 acre campus comprises of sufficient infrastructure, to satisfy the need of curricular, co-curricular and extra-curricular activities.

About the Department

The department of Commerce CA (SF) was Instituted in 2009 with enormous Vision to flourishing knowledge in the field of commerce with computer application. The department of Commerce CA (SF) is offering B.Com (CA) and M.Com (CA) Courses.

About the Programme

Digital Marketing is the practice of promoting products or services with the help of digital devices and technology. In simple words, digital marketing is any form of marketing that occurs online with the help of mobile, laptop, internet, etc. It is crucially important that before implementing anything on the internet, you have a cohesive strategies that integrates all offline and online brand assets, such that all the elements play well-coordinated, yet distinct roles. This workshop will help to achieve these outcomes. It will give a clear understanding of the building blocks that constitute digital marketing, and equip with the tools, techniques and knowledge to develop cohesive market strategies, and prepare and execute effective digital marketing campaigns.

Objectives of the Workshop

- Learn how to adapt to the new world of marketing.
- Embrace the tools and techniques required to succeed in digital marketing.
- Optimize online platforms for search engines, and improve business performance.
- Google Ads platform to create search and display advertisements.

Programme Schedule 15.02.2023

09.00 am to 09.45 am -Registration
10.00 am to 10.30 am -Inauguration
10.30 am to 03.00 pm -Technical Session
03.00 am to 03.30 pm- Valedictory

Technical Session I (10.30 am to 12.30 pm)

Topic 1: Digital Marketing Solutions

Technical Session II (1.30 pm to 3.00 pm)

Topic 2: Affiliate Marketing and Google AdSense

Resource Person

Dr.V.Subburaj

Professor

Department of CSE and R&D

Vemu Institute of technology

Andhra Pradesh

General Instruction:

- Registration Fee includes Workshop Material, Lunch and Refreshment.
- No T.A/D.A will be Provided

Participants: All Discipline UG/PG/Research Scholars and Faculties

Registration:

Registration Amount **Rs.200/-** per student

Payment Details:

Name : Mr.V.M.Kannan
Account Number: 004100050306338
Bank Name : Tamilnadu Mercantile Bank
Branch : Virudhunagar
IFSC Code : TMBL0000004
Google Pay : 7708596044
UPI ID : Kannapiran1979-1@okicici

Note: Spot Registration is allowed only with **prior permission**. Register at your earliest convenience.

Registration QR



Payment QR



UPI ID: kannapiran1979-1@okicici