

)r. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE (Deemed to be University)

Maduravoyal, Chennai - 600 095. Tamilnadu, India. (An ISO 9001-2015 Certified Institution)



MGR ASSOCIATION FOR GREAT INNOVATIVE CREATORS

Information Technology					
Event Title		GUEST LECTURE ON "DIGITAL MARKETING"			
Objective of Event		To develop knowledge among students regarding the importance of having a website and the current strategies in digital marketing.			
Chief Guest /Speaker Details		Dr.DAHLIA SAM, Professor, Dr.M.G.R Educational and Research Institute			
Date	05/03/2021		Time	10.00 AM to 11.30 AM	
Venue	YOUTUBE		No. of Participants		45

REPORT

TITLE

GUEST LECTURE ON "DIGITAL MARKETING"

CONTENT

As part of the Guest Lecture by Department of Information Technology for providing an opportunities for students and working professionals to stay up-to-date with the trends and developments in this constantly changing world. The Guest lecture is on "Digital Marketing" was conducted via you tube on 05th March, 2021 between 10:00 am to 11:30 am.

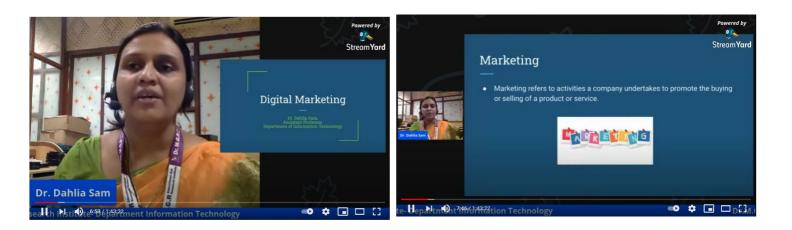
The session started with an introduction given by Ms.R.S.Rashika which was followed by welcome address by our enthusiastic Head of our Department-IT Dr.N. Kanya. She welcomed the participants, and the Event speaker, Dr. Dahlia Sam. professor, Department of Information Technology, Dr.MGR Educational and Research Institute.

Dr. Dahlia Sam started the session with an introduction on Digital Marketing with several issues where the society had facing with creating websites and reaching the world. She also gave the brief explanation about creating the websites and how it's reaching the world. She explained about Bad websites where the society is lagging to know the present situations. And how the bad websites is destroying the today's world. She also explained about the categories about the digital marketing. She also briefs the categories of digital marketing. She finished the session with how digital marketing reaching the world.

At the end, she also answered the questions posted by the participants in the You



Tube Chatbox. Mr.A.Kameshwaran delivered the vote of thanks to the end of an event.



EVENT OUTCOME

Students got knowledge about the role of having a website as part of business or any organization. In addition, students were able to understand the need of digital marketing in this era of modernization and going online.

PHOTOS



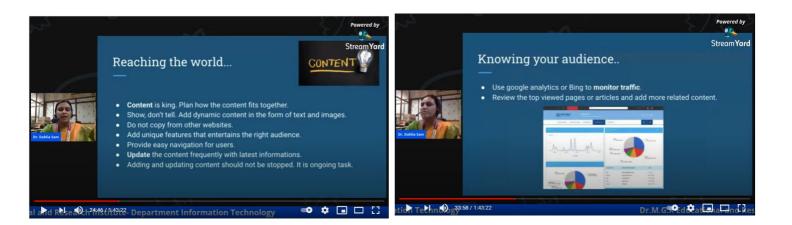
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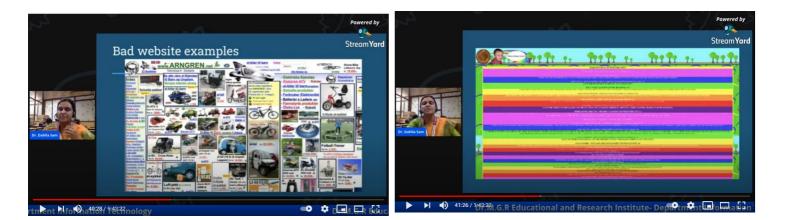
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Ms. R.S. RASHIKA Mr. KAMESHWARAN. A