

GUEST LECTURE ON DIGITAL MARKETING - REPORT

Venue: LS HALL

Time: 4:45 p.m.

About the Event:

The department of commerce (Shift – II) organised a Guest Lecture on Digital Marketing to the select student of 2nd Year B.B.A., B.COM (Corp) and B. A. Economics. It was held on Thursday, 22nd September 2022 at LS Hall from 4:45 PM to 6:30 PM. The Chief Guest for the Guest Lecture was Dr S. Venkatalakshmi, Assistant Professor from Department of Computer Science Loyola College. She pursued her under-graduation and postgraduation BSc from University of Madras, M.Phil (Computer Science) in Alagappa University and Ph.D. (Computer Applications) from University of Madras. She has qualified for SET in Computer Science and Applications in the year 2012. Having 15 years of teaching experience in UG and PG Computer science in the department of Computer Science, Loyola College, Chennai. She has specialised in programming languages like C, C++, PHP, MySQL, Visual Programming, Web design (HTML, CSS and Javascript), Oracle (SQL Queries and PLSQL), Software engineering, Computer Networks, Digital Marketing, Cryptography and Network security, OOSE, Web Design, Machine Learning etc.

The resource person gave valuable insights on Digital Marketing. She divided the lecture was into 4 phases. She started with a quote "Success is not key to Happiness, Happiness is key to success. If you love what you are doing, you will be successful". In the 1st Phase introduction on Digital Marketing. Then the types of Digital Marketing tools such as E-mail Marketing, Search Engine Optimization {SEO}, social media Marketing etc. The resource person also explained differentiation between traditional marketing and digital marketing.

Then in 2nd phase an introduction on creating web pages and domain for free of cost was deliberated upon. The Domain was created using professionally free hosting website and the web page was created using Word Press without a single word of coding. The creation of web page and domain was explained step wise. Then in 3rd Phase ma'am explained on



how to use Google Documents, Google Analytics Tool and Canva. Then in 4th phase ma'am explained the differentiation between Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and Content Creation.

The Key Learning Points from this Lecture were

- Introduction to Digital Marketing
- Types of Digital Marketing
- Content Creation.
- Importance of Creation
- Use of Google Docs and Canva
- Google Analytics.
- How to create Web Pages and Domain

The Lecture ended with question-and-answer session where students raised their clarification which was well received and answered. responding to queries of students and a small Poll. Prof. S. Charles Jail Singh thanked the resource person for sharing and training the students by providing valuable insights on Digital Marketing.

Dr S. Prasanna Kumar Organiser & Coordinator.



INVITATION



DEPARTMENT OF COMMERCE (SHIFT-II) LOYOLA COLLEGE (AUTONOMOUS) CHENNAI - 600034.

Conducts a Guest Lecture on

DIGITAL MARKETING

RESOURCE PERSON

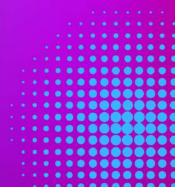
DRS. VENKATALAKSHMI

Asst. Professor, Department of Computer Science Loyola College, Chennai.



22ND SEPTEMBER, 2022 04:45 PM LAWERENCE SUNDARAM HALL

> Dr S. Prasanna Kumar Coordinator.





PHOTOS OF THE EVENT



Prayer led by Prof. D. J. Joyci Christi



Prof. F. Antony Pradeep introducing the Resource Person Dr S. Venkatalakshmi





Resource Person – Dr S. Venkatalakshmi addressing the students



Resource Person – Dr S. Venkatalakshmi addressing the students





Resource Person – Dr S. Venkatalakshmi addressing the students



Prof. S. Charles Jail Singh felicitating the resource person Dr S. Venkatalakshmi



DEPARTMENT OF COMMERCE (SHIFT-II)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.

ATTENDANCE

F	omat No: TLP1	LOYOLA COLLEGE		MOUS) SHII		Revised or
Se	mester-Shift II C	- B.Com. Corporate Secretaryship : yship 3rd Semester-Shift II B, 21UI 3-DIGITAL MARKETING			1UBC - B.Com. ccretaryship 3rd	Semeste 3 Faculty Name
1.15	Sl Io Reg. No	Name	22-09- 2022	Present Hours	Absent Hours	D. Total Hours
1	21-UBC-045	5 SHAZMAAN KHAN-(15-09- 2003)	P	1	0	1
2	21-UBC-046	IMMANUEL COLINS M-(07- 01-2004)	A	0	1	1
3	21-UBC-051	K GANESH SRINIVASAN- (26-02-2004)	P	1	0	1
4	21-UBC-054	NIRESH J B-(07-08-2003)	р	I	0	
5	21-UBC-055	NANDKISHORE JAWAHAR- (17-03-2004)	P	1	0	1
6	21-UBC-057	TEDI SHERON U-(19-11- 2003)	P	1 .	0	1
7	21-UBC-058	RAYBURN REOZ M-(21-02- 2003)	p	I	0	1
-	21-UBC-059	JOHN EPHSON A-(30-08- 2003)	р	1	0	1
	21-UBC-062	FRANKLIN HENDRY JOSHUA P-(02-07-2003)	P	1	0	1
0	21-UBC-063	DANIEL A-(30-03-2004)	Р	1	0	1
1	21-UBC-065	MUKUND RAKECHA M- (03-04-2004)	P	1	0	1
2	21-UBC-067	ARSHATH ALI A-(03-06- 2004)	A	0	1	1
3	21-UBC-072	SIDHAARTH A-(07-10-2003)	A	0		
1	21-UBC-073	RAJAPUGAL R-(09-04-2004)	Р	I Com	nerce Sa	Stic
5	21-UBC-079	HASAN ALI S-(05-03-2004)	Р		vota	1.257
	21-UBC-080	SANJAY KUMAR N-(06-11- 2003)	р.	1=1	nnal 30	



17	21-UBC-102	PATRICK ARUL KUMAR R- (24-06-2004)	Р	1	0	1
18	21-UBC-113	INNOVI SHARONE V-(21- 12-2003)	р	1	0	1
19	21-UBC-114	ANTONY ALLWIN M-(29- 09-2003)	Р	1	0	1
20	21-UBC-116	UDHAYA RAJ A-(28-09- 2003)	Р	1	0	I
21	21-UBC-118	MOHAMED ABRAR S-(21- 09-2003)	A	0	1	1
22	21-UBC-121	MUSTUFA MURTUZA MODI-(08-08-2002)	P	1	0	1
23	21-UBC-123	ABHISHEK M-(19-10-2003)	р	1	0	1
24	21-UBC-126	P GAURAV JAIN-(03-11- 2003)	Р	1	0	1
25	21-UBC-128	S S NAVEEN PRAKASH-(14- 02-2004)	Р	1	0	1
26	21-UBC-129	HAVISH ANANDARAJ A- (15-11-2003)	р	1	0	1
27	21-UBC-133	DINESH KUMAR E-(08-10- 2003)	р	1	0	1
28	21-UBC-135	ANSON J-(06-08-2003)	Р	1	0	1
29	21-UBC-138	HATSUN REX B-(18-07- 2004)	р	1	0	1
30	21-UBC-142	ASWIN A R-(25-02-2004)	Р	I	0	1
31	21-UBC-143	YASH MAHBUBANI -(05-12- 2002)	Р	1	0	1
32	21-UBC-144	ANTONY ROSHAN SELVARAJ M-(22-11-2003)	Р	1	0	1
33	21-UBC-151	B.SASWATH DHARANA RAYALU -(17-04-2004)	Р	1	0	1
34	21-UBC-155	MUDIT-(12-05-2003)	Р	1	0	1
35	21-UBC-157	YUGESH J-(07-08-2003)	Р	t	n	1
36	21-UBC-160	ABDUL BASITH M-(28-05- 2003)	P	Aummerce P	ab	10'
37	21-UBC-166	GOKUL NATH-(07-10-2003)	P	College	0 97	201
38	21-UBC-168	HEMAPRASATH S-(08-10- 2004)	• p	Chennal-2	0	1



	1	L				
1	21-UBC-172	KAMALEAS PRABU.R-(28- 06-2003)	P	1	0	1 <
40	21-UBC-202	KEVIN D-(13-03-2003)	A	0	1	1
41	21-UBC-206	DEEPAN P-(05-06-2004)	P	1	0	1
42	21-UBC-207	ROUSSEAU S-(20-10-2003)	Р	1	0	1
43	21-UBC-213	ANTONY KEVIN RAJ D-(01- 07-2003)	Р	1.1	0	1
44	21-UBC-217	N.SHREEHARISH-(29-01- 2004)	Р	1	0	1
45	21-UBC-220	NAVEEN S-(30-09-2003)	P	1	0	1
46	21-UBC-222	JOEL ZACHARIA-(10-11- 2003)	р	ı	0	1
47	21-UBC-228	ANIRUDHAN. R-(21-02- 2004)	Р	1 9	0	1
48	21-UBC-229	HARSH JAIN-(28-07-2003)	A	0	1	1
49	21-UBC-230	R.TANISH KUMAR JAIN - (02-09-2003)	p	I	0	1
50	21-UBC-231	KAUSHIK K-(24-04-2003)	Р	1	0	1
51	21-UBC-238	R A MAHESHRAM-(06-03- 2004)	P		0	1
52	21-UBC-240	JACOB LEO GNANAVEL- (14-07-2003)	P	1	0	Ĩ.
53	21-UBC-244	K.GAUTHAM-(24-08-2003)	A	0	1	1
54	21-UBC-246	THIYAGARAJAN A-(05-11- 2002)	P	1	0	1
55	21-UBC-247	VIGNESH G-(21-08-2003)	A	0	1	I
56	21-UBC-249	LEEWARD.S.NIKIL-(29-11- 2003)	Р	1	0	1
57	21-UBC-250	KRISH D CHANDAN-(20-09- 2003)	А	0	1	1
58	21-UBC-254	NIPUN M-(24-11-2003)	А	0	1	Mr
59	21-UBC-255	SILVESTER ELISEUS E-(14- 06-2004)	р	1 or	Loyola	2
60	21-UBC-259	RAM ASHWIN P-(09-03- 2004)	Р	1 61	mennal.30	
61	21-UBC-261	JESHVANTH A-(16-03-2004)	Р	1	0	1



62	21-UBC-262			onitoring Sheet		
02	21-0BC-202	BASKAR S-(02-10-2003)	P	1	0	1
63	21-UBC-264	MUKHILESWERA L-(17-11- 2003)	A	0	1	1
64	21-UBC-268	A.ADITYA UDUPA-(14-10- 2003)	р	1	0	1
65	21-UBC-269	AKSHAY C S-(18-07-2004)	Р	1	0	1
66	21-UBC-274	S JAYAPRAKASH -(09-05- 2004)	р	I	0	1
		No. of Students Present	55			
		No. of Students Absent	11			
		Total Students	66			

College

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DEPARTMENT OF COMMERCE (SHIFT-II)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.

rogra B.B.A	. Business Admi	LOYOLA COLLEGE (A Attendance B.A. Business Administration 3rd nistration 3rd Semester-Shift II B	Monito	ring Sheet	Revised JBU - Semes	Faculty Nam
ubje	ct : UCO 3403-L	DIGITAL MARKETING			Mr.Char	les Jail Singh
Sl No	Reg. No	Name	22-09- 2022	Present Hours	Absent Hours	Total Hour
1	21-UBU-002	AJAY R-(06-12-2002)	A	0	1	1
2	21-UBU-004	JUZER K LODGHAR-(29-10- 2003)	Р	I	0	1
3	21-UBU-010	ARYAN CHOWDHARI-(21- 09-2003)	Р	1	0	1
4	21-UBU-012	ADITHYA RAJA A-(27-10- 2003)	А	0	1	I
5	21-UBU-021	SAI CHERAN C H-(14-03- 2004)	Р	1	0	1
6	21-UBU-025	MOHAMED SAHIL-(19-01- 2004)	А	0	1	1
7	21-UBU-027	AGNEL FERNANDO R-(18- 08-2003)	р	1 .	0	1
8	21-UBU-034	ARISH S-(24-03-2003)	Р	1	0	1
9	21-UBU-036	VINIT V PITALIYA-(21-09- 2003)	Р	1	0	1
10	21-UBU-039	L JATIN-(10-08-2003)	A	0	1	1
11	21-UBU-040	PRADHYUMANAN R.REDDY-(09-08-2003)	Р	1	0	1
12	21-UBU-042	SAIAYYAPPAN A S-(05-01- 2003)	Р	1	0	1
13	21-UBU-044	KABIL M-(27-12-2003)	P	1	0	1
14	21-UBU-046.	PRANOV K-(13-07-2003)	Р	1	8	1
15	21-UBU-048	ARUN KARTHICK K-(10-03- 2004)	Р	1	dr	19 '
16	21-UBU-049	RONAK S-(19-12-2003)	A	0 Comm	1 1	7 1
17	21-UBU-052	DEVENDRA KUMAR S-(30- 12-2003)	A	o the co		1
18	21-UBU-053	ABHAY P-(17-11-2002)	A	o	1	1



3/22, 2: 9	21-UBU-054	SANJAY B-(17-07-2003)	A	0	1	1
20	21-UBU-055	SOOSAI ABILASH K-(13-05- 2004)	A	0	1	1
21	21-UBU-057	VINEET KUMAR M-(18-09- 2003)	A	0	1	1
22	21-UBU-059	MANISH-(24-09-2003)	Р	1	0	1
23	21-UBU-060	LEONARD STANLEY PRINCE J-(05-07-2003)	Р	1	0	1
24	21-UBU-061	M.PRATHIK-(20-02-2003)	A	0	1	1
25	21-UBU-062	MOHAMED AIYAZ A -(01- 03-2004)	Р	1	0	1
26	21-UBU-063	HARSH-(02-07-2003)	А	0	1	1
27	21-UBU-064	S.SAAYUJ-(29-12-2002)	Р	1	0	1
28	21-UBU-065	SAMUEL PRINCE T J-(20- 10-2003)	Р	1	0	1
29	21-UBU-069	P S PRATHYUM-(06-07- 2003)	P	1	0	1
30	21-UBU-071	GOURAV S-(13-05-2004)	Р	1	0	1
31	21-UBU-074	KRISH R JASHNANI-(19-05- 2003)	А	0 .	1	1
32	21-UBU-078	JACKSON DURAI S-(24-02- 2004)	Р	1	0	1
33	21-UBU-079	VIMALESH M-(02-04-2004)	Р	1	0	1
34	21-UBU-080	H HARSHIT -(30-03-2004)	Р	1	0	1
35	21-UBU-083	PRATHAM KUMAR-(07-07- 2003)	A	0	1	1
36	21-UBU-101	HANSEL WILFRED-(09-01- 2004)	Р	1	0	1
37	21-UBU-108	SHARAN AUGUSTINE MATHEW-(07-11-2002)	Р	1	0	1
38	21-UBU-110	SOLOMON DCRUZ B-(26- 08-2003)	Р	1	fr.	1
39	21-UBU-112	SEYED FAYAZ-(16-07-2002)	Р	Continerce (c)	000	1
40	21-UBU-117	AGNEL DAVE ROSARIO P- (02-10-2003)	A	Loyola College	1 V '	1.
41	21-UBU-124	VINAY D-(05-01-2004)	Å	Chennal-3	1	1

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1	21-UBU-125	SARIPIRALLA REDDY BASI REDDY-(03-06-2003)	Р	1	0	1
43	21-UBU-133	MAJU THOMAS DANIEL- (15-04-2003)	Р	1	0	1
44	21-UBU-136	NAMAN M-(03-09-2003)	A	0	1	1
45	21-UBU-141	SHAM CHRISTO C-(18-12- 2003)	Р	1	0	1
46	21-UBU-142	DEEPAK ROY M-(22-10- 2003)	р	1	0	1
47	21-UBU-144	VAIRAVEL MURUGAN M- (22-04-2004)	р	1	0	1
48	21-UBU-145	LAKSSHYA CHORDIA M- (20-04-2004)	A	0	1	1
49	21-UBU-150	C HARISHANKAR RAM REDDY-(14-01-2004)	Р	1	0	1
50	21-UBU-154	POTHY SUTHAN B-(06-04- 2004)	Р	1	0	1
51	21-UBU-156	DHANUSH R-(23-11-2003)	р	1	0	1
52	21-UBU-160	PAAVAN V KESWANI-(31- 10-2003)	р	1	0	1
53	21-UBU-162	ISHAAN H-(09-03-2003)	A	0	1	1
54	21-UBU-163	MOHAMED FAREETH.M- (27-02-2001)	P	1	0	1 ·
55	21-UBU-168	DHRUV JAIN P-(26-02-2003)	A	0	1	1
56	21-UBU-169	MANAV RAJORA-(14-04- 2003)	Р	1	0	1
57	21-UBU-171	GAURAV KOCHAR-(18-06- 2003)	Р	1	0	1
58	21-UBU-177	CHIRAG-(04-12-2003)	A	0	1	1
59	21-UBU-183	BHAVESH-(06-10-2003)	Р	1	0	1
60	21-UBU-186	SANJAY SHIYAM-(10-01- 2004)	Р	1	0	1
		No. of Students Present	39		/	
		No. of Students Absent	21			
	S.	Total Students	60			
s://ern l		sitypack/academy/report/TLP1Report/VewSubj	e 1-1			



DEPARTMENT OF COMMERCE (SHIFT-II)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.

Foma	t No: TLP1	LOYOLA COLLEGE (AUT Attendance				vised on: 202
Progr B.A. I	am: 21UBC - Economics 3rd	B.Com. Corporate Secretaryship 3rd Semester-Shift II A, 21UEC - B.A. H	Semester	-Shift II A, 21 s 3rd Semester	UEC - r-Shift II	Semest
B Subje	ect : UCO 340	3-DIGITAL MARKETING				Faculty Nam Mr.Anto Pradeep
S1 No	Reg. No	Name	22- 09- 2022	Present Hours	Absent Hours	Total Hour
			4			
1	21-UBC- 001	SANTHOSH K-(30-12-2003)	P	1	0	1
2	21-UBC- 002	LAYO JENSAN A-(18-06-2004)	P	1	0	1
3	21-UBC- 005	S KISHORE -(18-09-2003)	Р	1	0	1
4	21-UBC- 008	G ANANTHA PADMANABHAN-(23-01-2003)	A	0	1	1
5	21-UBC- 009	VISHNU KUMAR G-(06-01- 2004)	P	1	0	1
6	21-UBC- 010	GLEN THOMAS GEORGE-(04- 04-2003)	P	1	0	1
7	21-UBC- 011	MANOJ A-(09-12-2003)	Р	1	0	1
8	21-UBC- 013	ABISHEK R-(04-12-2003)	Р	I	0	1
9	21-UBC- 016	MANOJ KUMAR P -(19-11- 2003)	P	1	0	1
10	21-UBC- 017	PRITHIV BASKARRAN-(23-01- 2003)	P	1	0	1
11	21-UBC- 018	SIVA J-(29-07-2003)	Р	1	0	1
12	21-UBC- 019	VISHWA V-(22-02-2003)	р	1	0	1
13	21-UBC- 020	VISHAL CRUZ A-(25-07-2003)	A	ommerce (s	J.L	N 12
14	21-UBC- 021	NIGIL JOSEPH G S-(06-08- 2003)	. Р	College) • (73
15	21-UBC- 024	ASHISH JOHN BOSCO-(30-01- 2004)	A	Chenna	1	1



6	21-UBC- 026	YOHANN ERIC COELHO-(03- 12-2003)	A	0	1	1
17	21-UBC- 028	PRATHAM JAIN-(31-01-2003)	Α	0	1	1
18	21-UBC- 030	BALAMURUGAN V-(23-07- 2004)	р	1	0	1
19	21-UBC- 031	KEVINSON FEBIN H-(27-04- 2004)	Р	1	0	1
20	21-UBC- 034	ARMAAN A-(09-06-2004)	۸	0	1	1
21	21-UBC- 035	CHARAN M-(16-11-2002)	А	0	1	1
22	21-UBC- 036	ESWAR R-(20-08-2003)	р	1	0	1
23	21-UBC- 039	CHARLES PRABU DASS F- (13-12-2003)	Р	1	0	1
24	21-UBC- 041	SK SAI VARSHAN-(19-10- 2003)	Р	1	0	1
25	21-UBC- 042	BIBILO JONATHAN D R -(18- 07-2004)	A	0	1	1
26	21-UEC- 206	TRENT KEEGAN GOMES-(29- 09-2003)	P	1 .	0	1
27	21-UEC- 207	HARI PRASATH U-(14-11-2003)	Р	I	0	1
28	21-UEC- 237	AJAY ALLEN A-(26-11-2003)	А	0	1	1
29	21-UEC- 248	SAMUEL P-(16-04-2003)	A	0	1	1
30	21-UEC- 256	AZAD AHAMED S-(23-05- 2004)	Р	1	0	1
31	21-UEC- 258	HARISH K-(13-12-2003)	р	1	0	1
32	21-UEC- 273	YUVARAJ P-(30-05-2003)	Р	1	°	1
33	21-UEC- 275	RAHUL K-(16-01-2004)	А	0	Daw,	1
34	21-UEC- 302	MOHAMED MUSTAFFA NABIL A-(19-05-2004)	Р	a cammerce	073	1
35	21-UEC- 305	JEEVACHITHARANJAN R-(05- 07-2004)	P	College	0	1
36	21-UEC- 306	JOSHUA JUSTIN JACOB-(05- 08-2003)	A	0	1	



37	21-UEC- 309	KAVIVARMAN K -(07-07-2004)	Р	1	0	1
38	21-UEC- 310	CHRIS ABRAHAM MATHEW- (08-03-2003)	p	1	0	1
39	21-UEC- 311	S.NITIN-(15-07-2003)	P	1	0	1
40	21-UEC- 316	THININ A-(12-07-2003)	р	1	0	1
41	21-UEC- 317	GOWTHAM K-(08-08-2003)	P	1	0	1
42	21-UEC- 318	LOKESH N-(29-01-2004)	P	1	0	1
43	21-UEC- 321	GULAM MOHIDEEN M-(17-05- 2004)	Р	1	0	I
44	21-UEC- 324	MUKESH KUMAR S-(07-06- 2003)	A	0	1	I
45	21-UEC- 326	VINITH C-(03-06-2004)	Р	1	0	1
46	21-UEC- 327	JESIHAN R-(15-09-2003)	Р	1	0	1
47	21-UEC- 329	SUNIL KUMAR S-(12-10-2003)	Р	1	0	1
48	21-UEC- 333	NARESH KUMAAR B-(19-04- 2003)	Р	1	0	1
49	21-UEC- 334	PRAJOTH S.N-(21-01-2004)	А	0	1	1
50	21-UEC- 335	PRADEEP S-(09-02-2004)	Р	1	0	1
51	21-UEC- 336	NIMSATHPRANAV E-(02-06- 2004)	Р	1	0	1
52	21-UEC- 337	C S NIRANJAN-(01-05-2003)	Р	1	0	1
53	21-UEC- 341	DINESH RAJ-(18-07-2003)	Р	1	& pin	1
54	21-UEC- 345	DHARANISH RAAJ N-(28-07- 2002)	Р	1	J7314	1
55	21-UEC- 347	NAVEEN B-(16-02-2002)	P	1	conmerce conmerce	131
56	21-UEC- 348	AKASH R-(17-12-2002)	P	1	tidad colleg	1
57	21-UEC- 349	GAUTHAMAN M-(11-06-2004)	р	1	0	1