



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

**INVITATION**

  
**Loyola College (Autonomous)**  
**Chennai-600034**

**The Department of Commerce (Shift-II)**  
Cordially invites  
**For a Guest Lecture**  
on  
**DIGITAL MARKETIKNG  
&  
SEARCH ENGINE OPTIMISATION**



**Mr.Annamalaiyaar.V.G**  
Commerce (Shift-II), Alumnus

**8th October 2022 3:20 pm** **CES-04**

**Dr.Prasanna Kumar**  
Coordinator

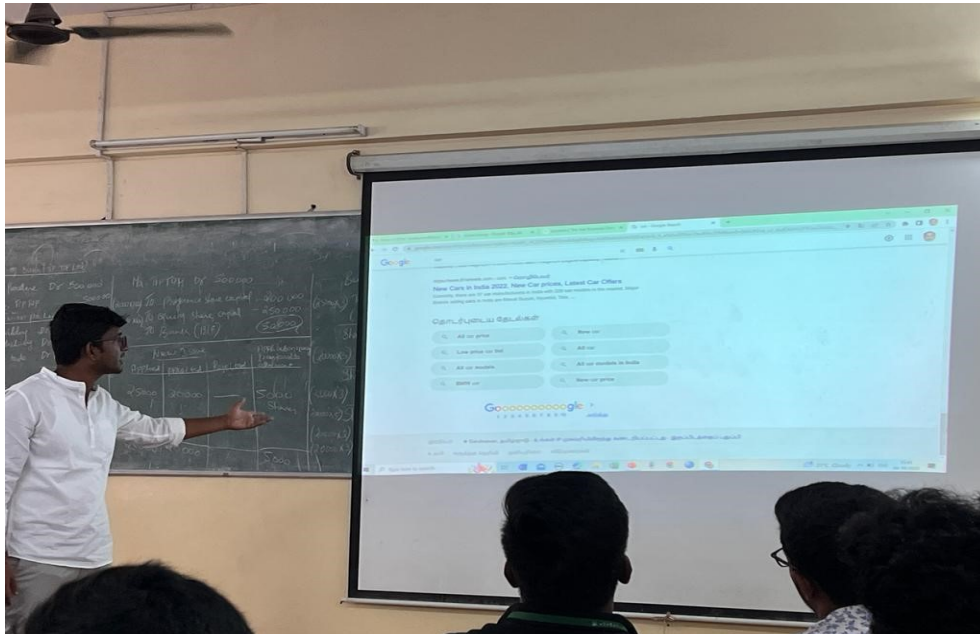


Organiser  
**Dr.M.Sivakumar**  
Assistant Professor



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

**PHOTOS OF THE EVENT**



**Resource Person - Mr Annamalaiyaar addressing the students on  
Search Engine Optimization**



**Resource Person - Mr Annamalaiyaar addressing the students on  
Search Engine Optimization**



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

---



**Resource Person - Mr Annamalaiyaar addressing the students on  
Search Engine Optimization  
Class Teacher - Dr M. Sivakumar in Pic**



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

---

**GUEST LECTURE ON**  
**DIGITAL MARKETING & SEARCH ENGINE OPTIMIZATION**  
**REPORT**

**8<sup>TH</sup> OCTOBER, 2022**

**3:20 p.m.**

**CES 04**

The Guest Lecture was organized by Dr. M. Sivakumar, Assistant Professor, Department of Commerce (Shift-II) and also handling the course on Principles of Marketing for the 2<sup>nd</sup> year B. Com “D” section. It was conducted at 3:20 pm and lasted until 4:15 pm. The guest lecture began with an introduction of the resource person Mr Annamalaiyaar. V. G, who is an alumnus of the Department of Commerce (Shift-II) belonged to the batch of 2016 and had graduated B. Com during the year 2019. He is currently working as a Digital Strategist at The Ivar Business Development Pvt. Ltd. His area of expertise is vast encompassing concepts such as google ads, market research, client management, insight analysis, etc.

He started the talk by engaging the students about digital marketing and different kinds of promotions such as off-site and on-site promotion. He spoke about SEO’s and Word Oriented Optimization and the importance of a company utilizing these resources to have a strong presence on the web pages. He further explained about pay per click, the concept of bad clicks, and different types of Instagram promotions. Finally, he demonstrated how to check a website’s performance using its URL and explained about the factors involved in it.

The session proved to be very useful to the students as they dived deeper into the concept of digital marketing, an essential element of marketing in today’s business world. It provided a general overview on the various concepts mentioned above and an in-depth overview of some of the concepts. Furthermore, students interacted with the resource person and had their understanding on Digital Marketing and Search Engine Optimization clarified at the end of the guest lecture.



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

---

**Key Takeaways from the guest lecture**

The guest lecture had benefitted the students with the following key takeaways:

1. Acquaintance on various kinds of advertisements encountered daily and how companies promote their brand.
2. Working of SEO, significance of SEO and word-oriented optimisation for a company.

**Dr M. Sivakumar**  
**Organizer.**

**Dr S. Prasanna Kumar**  
**Coordinator.**





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

**ATTENDANCE**

Attendance Entered By: Sivakumar. M		Department: COMMERCE				
Student Name	Register No	Absent	Present	OD with Present	OD with Not Present	Medical Leave X
SAMUEL JASON DOSS	21-UCO-501		✓			
JONATHAN V	21-UCO-502	✓				
CHRIS RICH DAS	21-UCO-503		✓			
KIRAN ANTONY A	21-UCO-504		✓			
BHUVANESWARAN P	21-UCO-505		✓			
ANTO VISHAL S V	21-UCO-506	✓				
NAVIN R U	21-UCO-507		✓			
PUNITH ROSHAN L	21-UCO-508	✓				
BENEDICT JOHN S	21-UCO-509		✓			
JOSEPH RENNIESH J	21-UCO-510		✓			
Student Name	Register No	Absent	Present	OD with Present	OD with Not Present	Medical Leave X
KULANTHAI KISHORE J	21-UCO-512	✓				
JEFFREY SIMON A	21-UCO-514		✓			
ANTONY KALASTECO A	21-UCO-515	✓				
HARSA VARTHAN R	21-UCO-516	✓				
SAI KUMAR S	21-UCO-517	✓				
ABINAV RAM KUMAR S	21-UCO-518	✓				
VISHWAA M	21-UCO-519		✓			
LAKSHMI NARASIMHAN P	21-UCO-520		✓			
SRIKANTH R	21-UCO-521		✓			
SAARANG SUBRAMANIAN	21-UCO-522	✓				
NITHIN S	21-UCO-523		✓			
VETRICHELVAN M	21-UCO-524		✓			
YUGESHRAMANA R	21-UCO-525		✓			
JYOTHISH K J	21-UCO-526					✓
SAMIR AHMED	21-UCO-527	✓				

*Signature*  
8/10/22



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

SANTHOSH S	21-UCO-528	✓				
ALLEN JOSEPH SYRUS S	21-UCO-529	✓				
MONESH L	21-UCO-530		✓			
DHANUSH KUMAR K	21-UCO-531	✓				
BHARATH TEJA A V	21-UCO-532	✓				
SAMUEL D	21-UCO-533	✓				
LOURD KEVIN J	21-UCO-534		✓			
KARANKUMAR U	21-UCO-535		✓			
FRANCIS XAVIER A	21-UCO-536	✓				
MOHAMMED KALEEM RAZA	21-UCO-537		✓			
ROHETH E	21-UCO-538		✓			
SYED ATHERALIUDDIN KHADERI K	21-UCO-539		✓			
YOGISH N D	21-UCO-540		✓			
XAVIER JEEVA SUGAN A	21-UCO-541	✓				
NIKHIL JAIN	21-UCO-542	✓				
AARON B	21-UCO-543		✓			
GILBERT M	21-UCO-544		✓			
DASAPRAKASH J	21-UCO-545		✓			
HEMAVARSHAN K	21-UCO-546		✓			
MITHILESH P	21-UCO-548		✓			
ARJHUN S	21-UCO-549		✓			
JOSHUA KURIAN	21-UCO-550		✓			
SANTOSH KUMAR P S	21-UCO-551		✓			
SRIRAM H	21-UCO-552		✓			
SHIRISH SRINIVASARAJ	21-UCO-553		✓			
ABNER BENEDICT S J	21-UCO-554		✓			
SAI RAM R	21-UCO-555		✓			

*[Handwritten Signature]*  
3/10/22





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

VANGALA PUNEETH SAAGAR	21-UCO-556		✓			
ATHISH N	21-UCO-557		✓			
KAMALESH S	21-UCO-558		✓			
DANIEL DANUSH L R	21-UCO-559		✓			
JOSHEI J	21-UCO-560	✓				
MEENAKSHI SUNDARRAM M S	21-UCO-561		✓			
HARISH KUMAR J	21-UCO-563		✓			
MUKESH C	21-UCO-564	✓				
SANJAY V	21-UCO-565	✓				
JOEL WILLIAM A	21-UCO-566		✓			
MARIE APARAJITH RAJASHANKAR	21-UCO-567	✓				
AKASH B A	21-UCO-568	✓				
KELVIN S	21-UCO-569		✓			
VINAYAK PANDEY	21-UCO-570		✓			
SANJAY KUMAR A	21-UCO-571	✓				
KARAN H	21-UCO-573		✓			
DARSHAN JAIN A	21-UCO-574		✓			
ANISH R	21-UCO-575	✓				
MUHAMMAD MUFID A	21-UCO-576	✓				
MOHAMMED FAWAZ M	21-UCO-577		✓			
MANISH A	21-UCO-578		✓			

*YR*  
3/10/22