



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN(Autonomous), VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)



Recognised u/s 2(f) & 12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University Accredited by NAAC with "A" Grade (3rd Cycle) – An ISO 21001:2018 EOMS Certified Institution Supported by DST - FIST

**PG DEPARTMENT OF COMMERCE CA ORGANIZED GUEST LECTURE ON
LEVERAGING GOOGLE SEO FOR EFFECTIVE DIGITAL MARKETING ON 01.08.2024**

INVITATION



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SOB - TALK SERIES -7

PG DEPARTMENT OF COMMERCE (CA)

Organises

Guest Lecture on

"Leveraging Google SEO for Effective Digital Marketing"

Chief Guest

Mr. Suresh Bose

Founder

One Mind Federation

Date : 01.08.2024

Venue : III B.Com (CA) Class Room No:05


@ 01:50 p.m

V.Dilip Kumar Jain
President

Anand Singhvi
Secretary

Dr.M.Inbavalli
Principal

All are Cordially Invited


PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 636 751

AGENDA



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SOB TALK SERIES 7

On

"LEVERAGING GOOGLE SEO FOR EFFECTIVE DIGITAL MARKETING"

1st August 2024 @ 01:50 P.M.

Venue: III B.Com (CA) Class Room No: 05

AGENDA

Prayer

**Welcome Address &
Guest Introduction**

**:Ms.Susmitha,
III B.Com (CA),
Department Secretary.**

Felicitation

**: Dr. D. Vetrivelan,
School of Business,
Dean, MKJC.
: Ms.M.Usha
Head & Assistant Professor,
Commerce (CA), MKJC.**

Guest Speech

**: Mr.Suresh Bose
Founder
One Mind Federation**

Vote of Thanks

**: Ms.N.Tanzila Fathima,
II B.Com (CA)
Electoral literary club secretary**

National Anthem

ALL ARE CORDIALLY INVITED

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Vanivambadi - 635 751

REPORT



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS), VANIYAMBADI



Activity Report

Title	SOB Talk series -7		
Organized By	PG Department of Commerce Computer Application		
Type of Activity	Guest lecturer on leveraging Google SEO for effective Digital Marketing		
Level	Departmental		
Date	01.08.2024	Time	1.50 pm
Venue	III B.Com (CA) Class Room	Mode	Offline
Resource Person Details	Mr. Suresh Bose , Founder of one-mind federation, Vellore.		
Objective of the guest lecturer	To provide students with practical insights into digital marketing strategies and trends, helping them understand how to effectively apply these concepts in real-world scenarios.		
Internal Participants Count	Students :69	External Participants Count	Students : Nil

Summary

The program started with the prayer song and Ms Susmitha, Department secretary of Commerce Computer Application welcomed the gathering. The Dean of School of Business Dr.D.vetrivelan and Ms.M.Usha ,Head Department of Commerce Computer Application felicitated the gathering. The Programme has scheduled for 1 hour. Dr.D. Vetrivelan explained about the Vision and Mission of this Guest lecturer. Mr.Suresh Bose, recognized as an exceptional expert in digital marketing, delivered an insightful and impactful lecture. His comprehensive presentation covered key strategies and trends, offering valuable knowledge to the attendees. His session was highly regarded, establishing him as one of the most distinguished lecturers on this subject. The valedictory session was ended with the vote of thanks by Ms.N.Tanzila Fathima electoral literary club secretary, followed by National Anthem.

Outcome of the Programme

1. Enhanced Understanding of Digital Marketing Trends: Attendees gained a deeper knowledge of the latest trends and techniques in digital marketing, preparing them to apply these strategies effectively.

2. Practical Insights into Digital Marketing Tools: Participants were introduced to various digital marketing tools and platforms, enhancing their ability to execute successful campaigns.

3. Improved Strategic Thinking: The lecture helped attendees develop a more strategic approach to digital marketing, enabling them to create more targeted and impactful marketing plans.

4. Increased Awareness of Industry Best Practices: Attendees learned about industry best practices, equipping them with the skills needed to stay competitive in the digital landscape.

5. Networking and Professional Growth: The session provided an opportunity for students to connect with an industry expert, fostering professional growth and potential future collaborations.


Head


Principal
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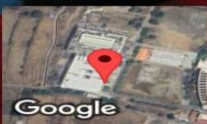
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PHOTOS



Peddakallupalli, Tamil Nadu, India
JJQ3+GMP, Peddakallupalli, Tamil Nadu 635751, India
Lat 12.638818°
Long 78.603098°
01/08/24 03:02 PM GMT +05:30

GPS Map Camera


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