



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)

📍 VANIYAMBADI, TIRUPATTUR DT – 635 751

- ✓ Recognized u/s 2(f) & 12(B) of UGC Act, 1956
- ✓ Permanently Affiliated to Thiruvalluvar University
- ✓ NAAC A+ Grade – 4th Cycle | CGPA 3.56/4 (Cycle 4)



• SCHOOL OF BUSINESS •

PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

Organizes

★ ★ *Special Meet* ★ ★

DIGITAL MARKETING TRENDS IN PRESENT ERA



DIGITAL
PRESENCE



DATA
DRIVEN



SOCIAL
ENGAGEMENT



PERFORMANCE
FOCUSED



MOBILE
FIRST



GLOBAL
OUTLOOK



RESOURCE PERSON

Dr. Stanley Vincent Gnanamanickam
Assistant Professor – Management Studies

Mount Carmel Deemed to be University
Bengaluru



31.07.2026
(Friday)



VENUE :
Guru Mishri Block



TIME :
11.00 AM

Sri. V. Dilip Kumar Jain
President

Sri. Anand Singhvi
Secretary

Dr. M. Inbavalli
Principal

Dr. G. Deepalakshmi
Dean – School of Business

Ms. A. Athiyaveni
HoD – Management Studies

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District

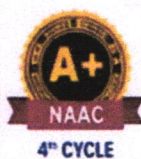
All are Cordially Invited



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Special Meet

DIGITAL MARKETING TRENDS IN PRESENT ERA

★ AGENDA ★

PROGRAMME	DETAILS
 Prayer	: -
 Welcome Address	: Ms. Risha Saman , I MBA
 Felicitation	: Dr. D. Vetrivelan, Vice Principal, MKJC
 Inaugural Address	: Dr. G. Deepalakshmi, Dean, School of Business, MKJC
 Guest Introduction	: Ms. S. Shalini, I MBA
 Honouring	: -
 Guest Address	: Dr. Stanley Vincent Gnanamanickam Assistant Professor – Management Studies, Mount Carmel Deemed to be University, Bengaluru
 Vote of Thanks	: Ms. Bangi Yusra Maheen , I MBA
 National Anthem	: -

All are Cordially Invited

Activity Report

Topic: Special Meet on Digital Marketing Trends in Present Era

Objectives (Input)

- To understand the latest trends and developments in digital marketing.
- To identify emerging digital marketing tools and platforms.
- To examine the role of social media in modern marketing strategies.
- To understand changing consumer behaviour in the digital environment.
- To explore effective digital marketing strategies for business growth.

Methodology (Process)

The Special Meet on “Digital Marketing Trends in the Present Era” was organized to provide participants with practical knowledge and current insights into the rapidly evolving field of digital marketing. The Programme followed an interactive and participatory methodology. A total of 85 Students from I & II MBA and 7 Faculty members participated in the Programme. The methodology included:

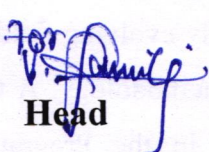
1. **Inaugural Session:** The Programme commenced with a welcome address and introduction to the theme and objectives of the Special Meet.
2. **Expert Presentation:** Key concepts, emerging trends, digital marketing tools, social media strategies, SEO, content marketing, and online consumer behavior were explained through an expert presentation.
3. **Interactive Discussion:** Students and faculty actively participated in discussions and shared their views and experiences related to digital marketing.
4. **Practical Exposure:** Real-world examples and current digital marketing practices were discussed to help participants connect theoretical concepts with business applications.
5. **Question-and-Answer Session:** Participants were encouraged to clarify their doubts and interact with the resource person.
6. **Feedback and Valedictory Session:** Feedback was collected from the participants, followed by a concluding session highlighting the key learning outcomes of the programme.

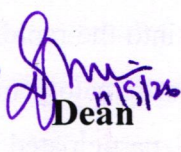
Output

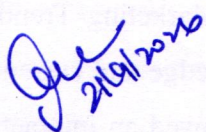
- Participants gained awareness of current digital marketing trends, tools, and strategies.
- Students developed practical understanding of social media, SEO, content marketing, and digital consumer behaviour.
- The programme enhanced participants' knowledge of applying digital marketing strategies in real-world business situations.

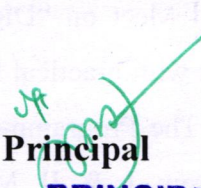
Outcomes

- Enhanced awareness of emerging digital marketing trends and technologies.
- Improved understanding of modern digital marketing strategies and tools.
- Developed knowledge of social media marketing and online consumer behaviour.
- Strengthened practical understanding through real-world digital marketing examples.
- Encouraged students to apply digital marketing concepts in business situations.


Head


Dean


21/9/2020
IQAC Director


Principal

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Tirupattur District



MARUDHAR KESARI JAIN

College for Women (Autonomous), Vaniyambadi



Topic: Special Meet – Digital Marketing Trends in Present Era

Date: 31.07.2026

Organized by: Department of Management Studies

Venue: Guru Mishri Block



Chinnaveppambattu, Tamil Nadu,
India

Jjq3+gmp, Chinnaveppambattu, Tamil Nadu 635751, India
Lat 12.638808° Long 78.60413°
Friday, 31/07/2026 12:12 PM GMT +05:30

Principal

PRINCIPAL

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Tirupattur District**