



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
PASUMALAI, MADURAI 625004**

**PG AND RESEARCH DEPARTMENT OF COMMERCE
ORGANIZES
STUDENTS ENHANCEMENT PROGRAMME**

DIGITAL MARKETING

WORKSHOP

RESOURCE PERSON

MS. SEETHALAKSHMI CD

SOCIAL MEDIA MANAGER
STICKERSMEDIA, BANGALORE



WORKSHOP HIGHLIGHTS

- Basics of digital marketing
- Website planning & development
- Search Engine Optimization
- Social Media Optimization
- Google Ads
- Google Analytics
- Website development concepts
- Online Tools
- Personal Branding on Social Media

Programme

Date:

31.3.2022

Time:

10.00 AM to 3.00 PM



INSTRUCTIONS

All UG / PG Students can Participate

Available Seats: 50

Refreshment will be provided

Certificate will be provided

Bring Laptop / Any smartphone

Registration Fees: Rs. 100

For Registration:

<https://forms.gle/PgcxGpa1ywhqYXY66>

**For Assistance Contact:
Student Coordinators**

Ms. P. Akshaya, II M. Com - 9597148036

Mr. T. Aathithan, I M.Com - 8056598376

✉ **COMMERCEMTNC@GMAIL.COM**

📍 **SMART CLASS ROOM, LIBRARY, MTNC**