



MANNAR THIRUMALAI NAICKER COLLEGE
(A Linguistic Minority Co-Educational Autonomous Institution)
RE-ACCREDITED WITH "A" GRADE BY NAAC
(Affiliated To Madurai Kamaraj University)
PASUMALAI, MADURAI – 625 004



DEPARTMENT OF COMPUTER SCIENCE
DATA DRIVEN DIGITAL REPORT

Date: 03-01-2025

**Programme Title: Workshop on Data Driven Digital
Marketing.**

**Resource Person: Ms. Renuga devi,
Digital marketing trainer,
Synergy school of Business Skills,
Madurai.**

Venue: Lab 3

Number of Participants: 88 Students

Coordinators: Mrs. N. Hemavathi, Asst. Prof

Mrs. R. Madhumitha, Asst. Prof

Convenor

Dr. G. DEVIKA



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Permission Letter

From

Dr. G. Devika,
Head & Assistant Professor,
Department of Computer Science,
Mannar Thirumalai Naicker College,
Madurai – 625 004.

27/12

To

The Secretary,
Mannar Thirumalai Naicker College,
Madurai – 625 004.

Through

The Principal,
Mannar Thirumalai Naicker College,
Madurai – 625 004.

The Director,
Mannar Thirumalai Naicker College,
Madurai – 625 004.

Forwarded to
the Secretary, S/D.
27/12/24

Respected Sir,

Sub: Request for Permission to conduct a Workshop on "Data Driven Digital Marketing" on 03.01.2025 – Reg.

The Department of Computer Science has planned to conduct a Skill Development Programme on "Data Driven Digital Marketing" for second year CS students on 03.01.2025 at Lab 3. In this regard, an expert Ms. Renuga Devi, Digital Marketing Trainer, Raji Groups of Company, Madurai, has graciously accepted to be the trainer. We request you to kindly permit us to conduct the Programme and sanction amount of Rs.2000 as remuneration of resource person.

I thank you,

Place: Madurai

Date: 27.12.2024

Received cheque
by Dr. Devika
31/12/24
27/12/24
M. N. Siva

Yours sincerely

G. Devika



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Invitation



Mannar Thirumalai Naicker College

(AUTONOMOUS)

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DEPARTMENT OF COMPUTER SCIENCE

Organizes

Workshop

ON

Data Driven Digital Marketing

RESOURCE PERSON

Ms. RenugaDevi

Digital Marketing Trainer,
Synergy School of Business Skills,
Madurai.

IN THE PRESENCE OF

Er.S.Rajagopal, President

Thiru.M.Vijayaragavan, Secretary

Dr. A. Ramasubbiah, Principal

Prof.C.Prabhu, Director



Date: 03.01.2025

Venue: Lab - 3

Coordinators:

Mrs.N.Hemavathi

Mrs.R.Madhumitha

Convenor:

Dr.G.Devika

Head & Asst. Professor



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Agenda



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



DEPARTMENT OF COMPUTER SCIENCE

Topic: DATA DRIVEN DIGITAL MARKETING

Date: 03/01/2025

AGENDA

Prayer Song	: Thamizhthai Vazhthu
Welcome Address	: S. Nagarubini "II-CS-A"
Presidential Address	: DR.G.Devika
Chief Guest Introduction	: M.Harini "II-CS-A"
Key Note Address -on	: Resource Persons: Ms.Renugadevi Digital marketing, Trainer Synergy School of Business Skills, Madurai.
Vote of Thanks	: K.Anushiya "II-CS-A"



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Chief Guest profile



Ms. Renuga devi is a highly skilled and experienced Digital Marketing Professional with over 3 years of expertise in the dynamic world of digital marketing. Currently, she serves as a Digital Marketing Trainer, where she is passionately empowering students and professionals by equipping them with the critical skills needed to succeed in this ever-evolving field.

She has demonstrated her excellence across a range of key digital marketing areas, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Pay-Per-Click (PPC) Campaign Management. Through her comprehensive technical proficiency, she has delivered measurable and impactful results for various businesses, helping them enhance their online presence and achieve their marketing goals.

Her academic credentials include a Bachelor's degree in Electronics and Communication Engineering from PSNA College of Engineering and Technology (2019), and an ongoing Master's degree in Journalism and Mass Communication from Madurai Kamaraj University (2024). With her unique combination of technical expertise and communication skills, Ms. Renuga is an inspiring mentor and a catalyst for change in the digital marketing space.



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Attendance Sheets



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Department of Computer Science
Workshop on Data Driven Digital Marketing

Class: II CS A

Date: 03/01/2025

Sl.No.	Reg. No	Name of the Student	Signature of the Students
1	23SUCS001	ANUSHIYA K	K. Anushiya
2	23SUCS002	DIVYA DHARSHINI S	S. Divya Dharshini
3	23SUCS003	HARILATHA G	G. Harilatha
4	23SUCS004	HARINI M	H. Harini
5	23SUCS005	HEMALATHA S	S. Hemalatha
6	23SUCS007	KEERTHIGA M	M. Keerthiga
7	23SUCS008	LATHIKASREE S	S. Lathikasree
8	23SUCS009	LOGA PANDISELVIM	M. Loga Pandiselvi
9	23SUCS010	MADHUSHRI S	S. Madhushree
10	23SUCS011	NAGARUBINI S	S. Nagarubini
11	23SUCS012	PRIYANKA S	S. Priyanka
12	23SUCS013	RAJESWARI N	R. Rajeswari
13	23SUCS014	SRI JANANI ALIAS MARI MEENA C	S. Janani
14	23SUCS015	THIENMOZHI K	K. Thienmozhi
15	23SUCS016	AJAY M	M. Ajay
16	23SUCS017	ALAGAR SAMY A	A. Alagar Samy
17	23SUCS018	ARUNPANDI S	S. Arun Pandi
18	23SUCS019	ASWANTHI KANTIN	N. Aswathi Kantin
19	23SUCS020	ASWIN R	R. Aswin
20	23SUCS021	ATHISWAR S	S. Athiswar
21	23SUCS022	BALAKRISHNAN S	S. Balakrishnan
22	23SUCS024	BASKARAN J	J. Baskaran



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23	23SUCS025	DINESHKUMAR M	M. Dinesh Kumar
24	23SUCS026	JEGAN K	Jegan
25	23SUCS027	KABILAN M	Kabilan
26	23SUCS028	KAJAMYDEEN S	
27	23SUCS029	MADHANRAJ P	Madhanraj
28	23SUCS030	MUTHUKUMAR P	P. Muthukumar
29	23SUCS031	NAGAMANI N	N. Nagamani
30	23SUCS032	NEETHI ARASU A	A. Neethi Arasu
31	23SUCS033	NITHISUD	N. Nithisud
32	23SUCS034	PERIYAKARUPPANAN S	S. Periyakaruppanan
33	23SUCS035	RAJKUMAR K	K. Rajkumar
34	23SUCS036	RAMJI C	C. Ramji
35	23SUCS037	RUBESHKUMAR B	B. Rubesh Kumar
36	23SUCS038	SARAVANAKUMAR S	S. Saravanan Kumar
37	23SUCS039	SARVESHWARAN K P	P. Sarveshwaran
38	23SUCS040	SELVAGANESHI S	S. Selvaganeshi
39	23SUCS041	SELVAKUMAR M	M. Selvakumar
40	23SUCS042	SENTHOORAPANDI S	S. Senthoorapandi
41	23SUCS043	SURYA T	T. Surya
42	23SUCS044	TAMILARASAN R	R. Tamilarasan
43	23SUCS045	THIRUSELVAM M	M. Thiruselvam
44	23SUCS046	UDHAYA T S	S. Udhaya

Class in charge

CO-ORDINATOR :

(Mrs. N. Hemavathi) *[Signature]*

(Mrs. R. Madhumitha) *[Signature]*

CONVENOR :

Dr. G. Devika



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PASUMALAI, MADURAI - 625004 TAMILNADU, INDIA.

DATA DRIVEN DIGITAL MARKETING

Class: II BSC CS B

S.No	Roll No.	Student Name	Signature
1	23SUCS101	ABINAYA S	S. Abinaya
2	23SUCS102	AMALA FELICITA A	A. Amala
3	23SUCS103	ANUSIYA DEVI M	M. Anusiyadevi
4	23SUCS104	KEERTHIKA R	R. Keerthika
5	23SUCS105	MAIDEEN BEEVI K	K. Maideenbeevi
6	23SUCS106	MUTHULAKSHMI R	R. Muthulakshmi
7	23SUCS107	NANDHINI T S	S. Nandhini
8	23SUCS110	PETCHIYAMMAL A	A. Petchiyammal
9	23SUCS111	SAHANA SRI N	N. Sahana Sri
10	23SUCS112	THEJESH VIDHYA M	M. Thejeshvidhya
11	23SUCS113	VAISHNAVI S	S. Vaishnavi
12	23SUCS114	YAZHINI D	D. Yazhini
13	23SUCS115	YAZHINISHREE A	A. Yazhinishree
14	23SUCS116	AJITH P	P. Ajith
15	23SUCS117	AMALA FELIX A	A. Amalfelix
16	23SUCS118	ARUN R	R. Arun
17	23SUCS119	BALAJI M S	S. Balaji
18	23SUCS120	BRAMMANANDHAN M	M. Brammanandhan
19	23SUCS121	DHANUSHKUMAR V	V. Dhannush
20	23SUCS122	GOBALAKRISHNAN V	V. Gobalakrishnan
21	23SUCS123	GOWTHAM K	K. Gowtham
22	23SUCS124	GURU MURUGAN M	M. Gurumurugan
23	23SUCS125	HARISH B	B. Harish
24	23SUCS126	KARTHICK KUMAR L	L. Karthick
25	23SUCS127	KAWIN KUMAR R	R. Kawin
26	23SUCS128	KRISHNAVEL PANDI K	K. Krishnavel
27	23SUCS129	MEENAKSHI SUNDARAM J	J. Meenakshi
28	23SUCS130	MUKESH K	K. Mukesh
29	23SUCS131	NAGAYUVARAJA R	R. Nagayuvraja
30	23SUCS132	PANDI SAKTHI MURUGAN S	S. Pandi Sakthi
31	23SUCS133	PRASANNAKUMAR S	S. Prasanna
32	23SUCS134	PRAVEEN M	M. Praveen
33	23SUCS135	PRAVEEN R	R. Praveen
34	23SUCS136	PREMKUMAR R	R. Premkumar
35	23SUCS137	RATHA KRISHNAN K	K. Rathakrishnan
36	23SUCS138	SABARISATHIYANATHAN M	M. Sabarisathiyathan
37	23SUCS139	SAKTHIVEL R	R. Sakthivel
38	23SUCS140	SARAVANAN D	D. Saravanan
39	23SUCS141	SARAVANAN M	M. Saravanan
40	23SUCS142	THANGAMUTHU M	M. Thangamuthu
41	23SUCS143	VEERAJEGAN M	M. Veerajegan
42	23SUCS144	VIJAY P	P. Vijay
43	23SUCS145	VINOTH KUMAR A	A. Vinoth
44	23SUCS146	WAGABULLAH S	S. Wagabullah

CO-ORDINATOR :

(Mrs. N. Hemavathi) *N. Hemavathi*

(Mrs. R. Madhumitha) *R. Madhumitha*

CONVENOR :

Dr. G. Devika



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Photo Gallery





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Programme Report



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REPORT ACADEMIC YEAR 2024-2025

PROGRAMME REPORT

1. **Organizing Departments** : Computer Science
2. **Name of the Programme** : Data Driven Digital Marketing
3. **Type of Programme** : Workshop
4. **Date of Programme** : 03.01.2025
5. **Venue** : Lab-3
6. **Participants** : II CS-A, II CS-B
7. **About the Programme**

The Department of Computer Science organized an workshop on "Data Driven Digital Marketing" for Second year UG students of Computer Science department get an aquarium knowledge of carrier guidance and recent trends. **Ms.Renuga devi, Digital marketing trainer, Synergy School of Business skills Madurai.** She is the resource person of this programme. Dr.G.Devika, Head of Department Computer Science who is the convener of this programme and programme Coordinators of Mrs.N.Hemavathi and Mrs.R.Madhumitha who are all well organized a programme in a successful manner. Ms.M.Harini, Student of Computer Science who has given a fruitful compering for the whole event. Ms.S.Nagarubini, Student of Computer Science who given a wonderful welcome addressed and Ms.M.Harini a student of Computer Science who given a Chief Guest introduction.

Chief Guest taught to students about the Digital marketing technology. She strongly discusses about digital marketing is **Search Engine Optimization (SEO)**, which focuses on improving a website's visibility on search engines through quality content and optimized website structure. Another key area is **content marketing**, where businesses create and share valuable materials like blogs, videos, and infographics to attract and engage their audience. Ms.N.Rajeswari student of Computer Science who has given a vote of thanks to everyone. From this programme student get expose their skills and knowledge and got some ideas in creating blogs.

Co-ordinators

Mrs.N.Hemavathi, Asst.Prof

Ms.R.Madhumitha, Asst.Prof

Convenor

Dr.G.Devika.HOD

Dr. G. Devika



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Feedback Report

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 MADURAI – 625 004
 DEPARTMENT OF COMPUTER SCIENCE
 FEEDBACK FORM
 DATA DRIVEN DIGITAL MARKETING



Date: 03.01.2025

Roll Number: 288VCS115

Student Name : A. Yazhini Shree

Department Name : BSc Computer Science

Class: II BSCCS B

Venue: Lab 3

S. No.	Evaluation Items	Excellent	Very Good	Good	Fair
1.	Programme objectives were stated clearly and met.	✓			
2.	The Programme was well organized		✓		
3.	The Programme increased my knowledge and skills.	✓			
4.	Technology Content and quality of the Drama		✓		
5.	Preparation and use of required outline		✓		

A. Yazhini Shree
Signature

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 DEPARTMENT OF COMPUTER SCIENCE
 FEEDBACK FORM
 DATA DRIVEN DIGITAL MARKETING



Date: 03.01.2025

Roll Number: 288VCS112

Student Name : M. Thirujeshvidhya

Department Name : BSc Computer Science

Class: II BSC (CS) B

Venue: Lab 3

S. No.	Evaluation Items	Excellent	Very Good	Good	Fair
1.	Programme objectives were stated clearly and met.	✓			
2.	The Programme was well organized	✓			
3.	The Programme increased my knowledge and skills.		✓		
4.	Technology Content and quality of the Drama		✓		
5.	Preparation and use of required outline		✓		

M. Thirujeshvidhya
Signature



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FEEDBACK FORM
DATA DRIVEN DIGITAL MARKETING



Date: 03.01.2025

Roll Number: 235UCS012

Student Name : S. priyanka

Department Name : Computer Science

Class: II - CS - A

Venue: Lab 3

S. No.	Evaluation Items	Excellent	Very Good	Good	Fair
1.	Programme objectives were stated clearly and met.	<input checked="" type="checkbox"/>			
2.	The Programme was well organized	<input checked="" type="checkbox"/>			
3.	The Programme increased my knowledge and skills.	<input checked="" type="checkbox"/>			
4.	Technology Content and quality of the Drama	<input checked="" type="checkbox"/>			
5.	Preparation and use of required outline	<input checked="" type="checkbox"/>			

S. priyanka
Signature

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FEEDBACK FORM
DATA DRIVEN DIGITAL MARKETING



Date: 03.01.2025

Roll Number: 235UCS039

Student Name : K. P. Satheshwaran

Department Name : BSC - Computer Science

Class: BSC - CS - A

Venue: Lab 3

S. No.	Evaluation Items	Excellent	Very Good	Good	Fair
1.	Programme objectives were stated clearly and met.	<input checked="" type="checkbox"/>			
2.	The Programme was well organized	<input checked="" type="checkbox"/>			
3.	The Programme increased my knowledge and skills.	<input checked="" type="checkbox"/>			
4.	Technology Content and quality of the Drama	<input checked="" type="checkbox"/>			
5.	Preparation and use of required outline	<input checked="" type="checkbox"/>			

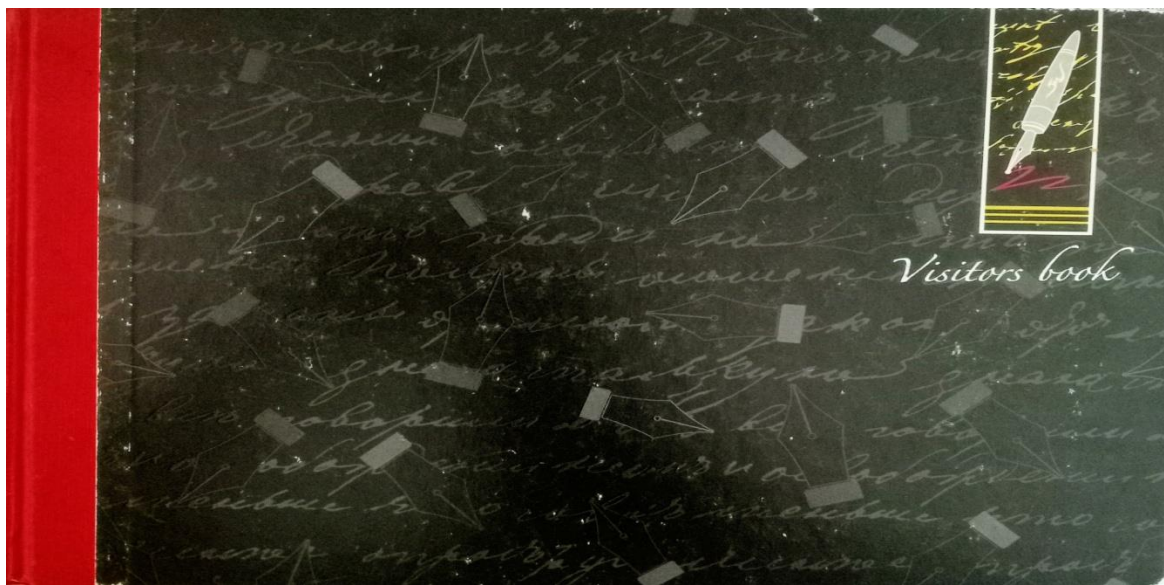
K. P. Satheshwaran
Signature



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Chief Guest Feedback



08/01/2025	H. Renugadevi Synergy [School of Business Skills]	renugadevim2@gmail.com	Thank you for the opportunity to conduct the seminar for your students. It was a pleasure working with such engaged learning. I appreciate the warm hospitality and excellent coordination.
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