

# E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



**DEPARTMENT : COMPUTER APPLICATIONS**

**ACTIVITY : WEBINAR**

**YEAR : 2020 - 2021**

## DEPARTMENT OF COMPUTER APPLICATIONS

DATE	TIME	VENUE	MODE
24.03.2021	11:00 a.m. to 12:30 p.m.	E.M.G Yadava Women's College	ONLINE
<b>Nature of Activity</b>	Webinar		
<b>Title</b>	"DIGITAL MARKETING"		
<b>Name of the Convener &amp; Organizers</b>	Dr.S.Vijayasankari Head & Assistant Professor of Computer Applications  All Faculty of Computer Applications		
<b>Resource Person</b>	Mr.Vijaya Kumar Business Head G-Tech Education, Madurai		
<b>Collaborating Institutions</b>	G-Tech Education, Madurai		
<b>Registration Link:</b>	<a href="https://docs.google.com/forms/d/e/1FAIpQLSfIVj9_40WH_1DzFH7fUu8vI5wUh8GqeFN5FQLCUJ7nBCGcA/viewform?usp=sf_link">https://docs.google.com/forms/d/e/1FAIpQLSfIVj9_40WH_1DzFH7fUu8vI5wUh8GqeFN5FQLCUJ7nBCGcA/viewform?usp=sf_link</a>		
<b>Meeting Link:</b>	<a href="https://meet.google.com/zkf-aiut-usz">https://meet.google.com/zkf-aiut-usz</a>		
<b>Programme Link</b>	<a href="https://ci4.googleusercontent.com/proxy/qYa6_H461C21RR-qYIwSBcI7qqS9WSiFAN0DaF9sKsbdOZ5S3C-vrr7s_W7pZqFo7qGPHn6zXYPCgzf3sLpi6Csr9HA9gNV6rWRnwUrSjrNGKy8ubI-d=s0-d-e1-ft#https://ssl.gstatic.com/docs/doclist/images/icon_10_generic_list.png">https://ci4.googleusercontent.com/proxy/qYa6_H461C21RR-qYIwSBcI7qqS9WSiFAN0DaF9sKsbdOZ5S3C-vrr7s_W7pZqFo7qGPHn6zXYPCgzf3sLpi6Csr9HA9gNV6rWRnwUrSjrNGKy8ubI-d=s0-d-e1-ft#https://ssl.gstatic.com/docs/doclist/images/icon_10_generic_list.png</a>		
<b>Participants</b>	Faculty - 6 Students - 136		

## E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

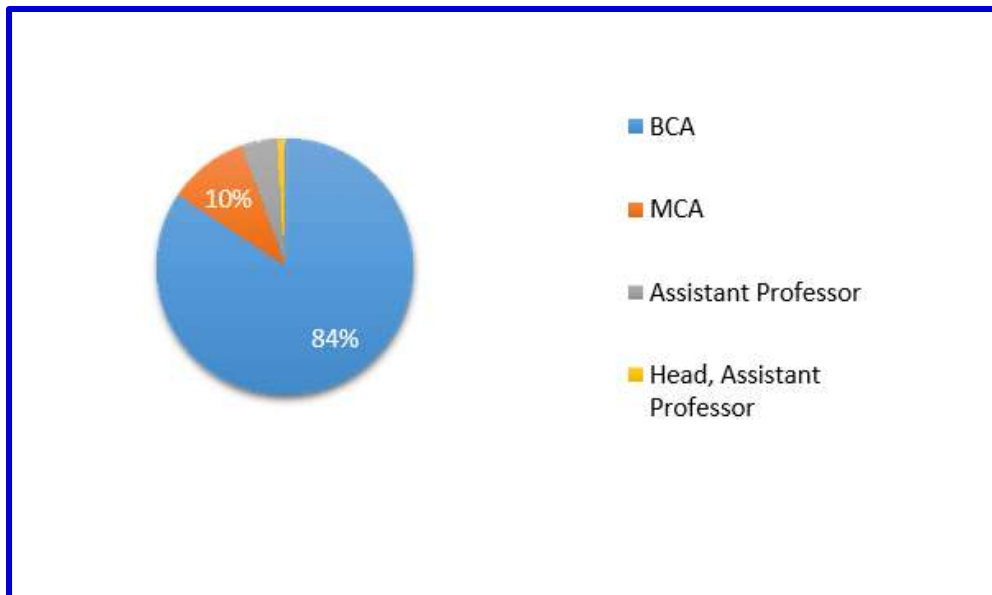
### Objectives:

1. To introduce the approach of Digital Marketing and to teach the students on how it differs from Online Marketing, using the techniques like SEO, SMM, SEM and Content Marketing for increasing the visibility of business.
2. To train them how to achieve the goal of every business and to get high number of potential customers.

### Programme Outcome:

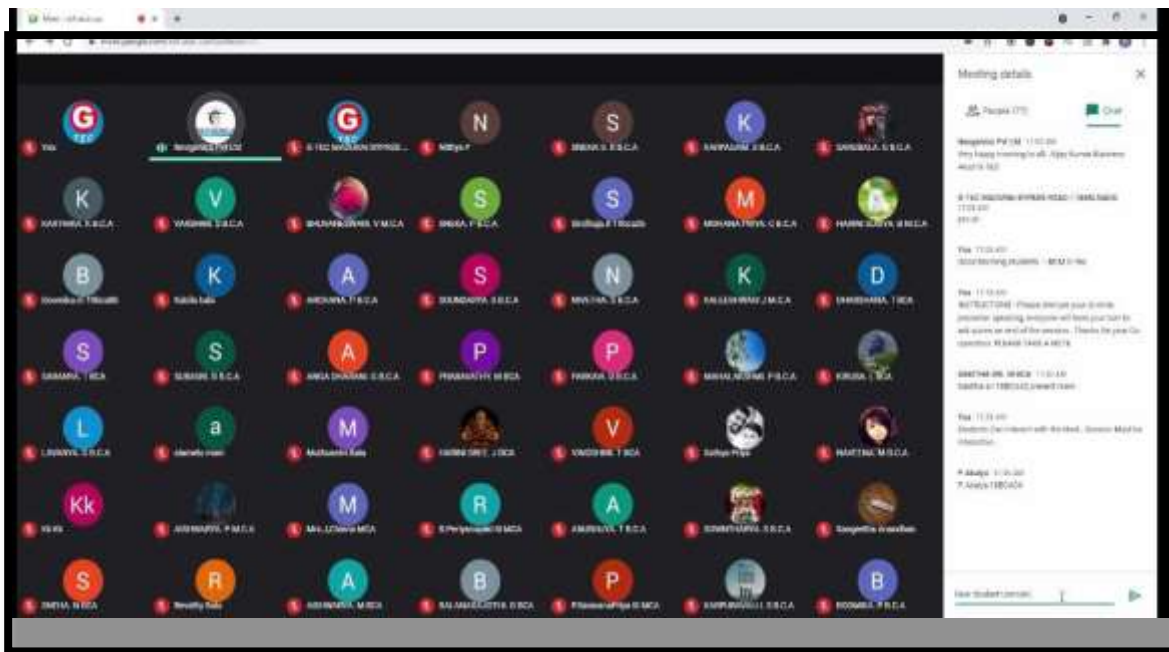
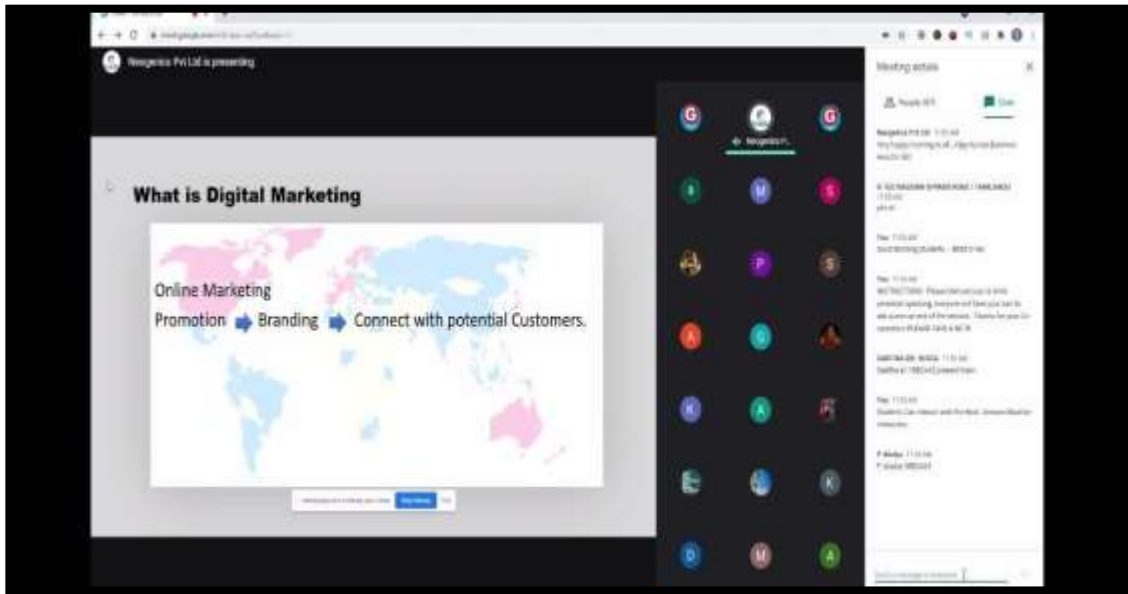
1. Students were benefited by knowing Wide Range of Career Options, and they have enhanced their Skills and Creative ideas in Digital Marketing.
2. Participants also understood how to build a brand, the power of copywriting and how to create content for marketing etc.

### Feedback:



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## Screenshots:



## Webinar on "DIGITAL MARKETING" – 24.03.2021

**E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE**

	<b>DEPARTMENT</b> : <b>COMPUTER APPLICATIONS</b>
	<b>ACTIVITY</b> : <b>WEBINAR</b>
	<b>YEAR</b> : <b>2020 - 2021</b>

Enclosures:  
a.Invitation:



**E.M.G YADAVAWOMEN'S COLLEGE,MADURAI-14.**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade 'A' & CGPA 3.51 by NAAC

**DEPARTMENT OF COMPUTER APPLICATIONS**

ORGANIZE A WEBINAR IN ASSOCIATION WITH  
G-TEC COMPUTER EDUCATION MADURAI-ON

**DIGITAL MARKETING**

Date: 24.03.2021  
Time: 11.00 am to 12.30 pm

**SPEAKER**  
Vijaya Kumar  
Business Head  
G-Tech Education

Registration Link  
[https://docs.google.com/forms/d/e/1FAIpQLSfVj9\\_40WH\\_1DzFH7Uu8v5wU8GqzFN5FQLCUpj7n8CGcA/viewform?usp=st\\_inl](https://docs.google.com/forms/d/e/1FAIpQLSfVj9_40WH_1DzFH7Uu8v5wU8GqzFN5FQLCUpj7n8CGcA/viewform?usp=st_inl)

**c. Nominal Roll of Participants:**

**1. Student Participants from Our College:**

<b>Webinar on "DIGITAL MARKTING" 24.03.2021</b>			
<b>S.No.</b>	<b>REGISTER NUMBER</b>	<b>NAME</b>	<b>DEPARTMENT</b>
1	18BCA01	ABIRAMI. K	BCA
2	18BCA02	AISHWARYA.M	BCA
3	18BCA03	AISHWARYA.R	BCA
4	18BCA04	AKALYA. P	BCA
5	18BCA05	BALANAGAJOTHI. G	BCA
6	18BCA06	DHARSHANA. T	BCA
7	18BCA07	DIVYA. D	BCA
8	18BCA08	DURGA.C	BCA
9	18BCA09	GAYATHRI.V	BCA
10	18BCA10	GOMATHI.G	BCA
11	18BCA11	HARINISREE.J	BCA
12	18BCA12	ISHWARYA.P	BCA
13	18BCA13	KALAIVANI. R	BCA
14	18BCA14	KARPAGAM.K	BCA
15	18BCA15	KAVIYA. P	BCA
16	18BCA16	KIRUBA. L	BCA

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17	18BCA17	KRISHNAVENI.K	BCA
18	18BCA19	MAHALAKSHMI.K	BCA
19	18BCA20	MAHALAKSHMI.R.K	BCA
20	18BCA21	MAREESWARI.K	BCA
21	18BCA22	NIVETHA.V	BCA
22	18BCA23	PANDISELVI. T	BCA
23	18BCA24	PAVITHRA.M	BCA
24	18BCA25	PRABAVATHY. M	BCA
25	18BCA26	PRASANNADEVIS	BCA
26	18BCA27	SANGEETHA.S	BCA
27	18BCA28	SANTHANAMARI.P	BCA
28	18BCA29	SARANYA. T	BCA
29	18BCA30	SARMILA.P	BCA
30	18BCA31	SATHYA. M	BCA
31	18BCA32	SATHYAPRIYA.K	BCA
32	18BCA34	SNEHA.N	BCA
33	18BCA35	SREENIMALAR. V	BCA
34	18BCA37	VASUKI. P	BCA
35	18BCA38	VINODHINI.T	BCA
36	18BCA39	VISHNUPRIYA.R	BCA
37	18BCA40	AISHWARYA. S. J.P	BCA
38	18BCA41	KOHILA.J	BCA
39	18BCA42	SABITHASRI.M	BCA
40	19BCA01	AKSHAYA.S	BCA
41	19BCA02	AMUTHA. L	BCA
42	19BCA03	ANEEFATHIMA.A	BCA
43	19BCA04	ANGADHARANIG	BCA
44	19BCA05	BAVITHRA.S	BCA
45	19BCA06	BOOMIKA.M	BCA
46	19BCA07	BOOMIKA.P	BCA
47	19BCA08	DURGADEVILK	BCA
48	19BCA09	ESHAAZHAKESHWARI.M	BCA
49	19BCA10	ISWARYALAKSHMI.B	BCA
50	19BCA11	KANIMOZHI. T	BCA
51	19BCA12	KARPURAVALLI.S	BCA
52	19BCA13	KAYATHRI.P	BCA
53	19BCA14	MOHANAPRIYA.C	BCA
54	19BCA15	NAGARANI.M	BCA
55	19BCA16	NAVEENA.M	BCA
56	19BCA17	NISHA.D	BCA
57	19BCA18	NISHA.R	BCA
58	19BCA19	NIVETHA.S	BCA

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59	19BCA20	PADMAPRIYA.A	BCA
60	19BCA21	PONNAMMAL. T	BCA
61	19BCA22	PRIYADARSHINI.A	BCA
62	19BCA23	PRIYANKA.B	BCA
63	19BCA24	SARUBALA.G	BCA
64	19BCA25	SATHYAPRIYA.M	BCA
65	19BCA26	SINDUJA.R	BCA
66	19BCA27	SNEKA.P	BCA
67	19BCA28	SNEKA.P	BCA
68	19BCA29	SOWMIYA.M	BCA
69	19BCA30	SOWNTHARYA.S	BCA
70	19BCA31	SUBASRI.B	BCA
71	19BCA32	SWATHI.S	BCA
72	19BCA33	TAMILMATHI.P	BCA
73	19BCA34	THIRUVENI.M	BCA
74	19BCA35	VARSHINI.S	BCA
75	19BCA36	VISHALINI. P	BCA
76	19BCA37	AISHWARYA.P	BCA
77	20BCA01	AMEERUNNISHA.M	BCA
78	20BCA02	ANUSHUYA.T	BCA
79	20BCA03	ARCHANA.P	BCA
80	20BCA04	DHANALAKSHMI. P	BCA
81	20BCA05	GOKILA.D	BCA
82	20BCA06	INDUABINAYAK.A	BCA
83	20BCA07	KARPAGAM.S	BCA
84	20BCA08	KARTHIKA. K	BCA
85	20BCA09	LAVANYA.G	BCA
86	20BCA10	MADHUMITHA. K	BCA
87	20BCA11	MAHALAKSHMI.P	BCA
88	20BCA12	MANONMANI.P	BCA
89	20BCA13	MUTHUPRIYA.S	BCA
90	20BCA14	PARKAVI.D	BCA
91	20BCA15	PRIYANGA.B	BCA
92	20BCA16	RAJLR	BCA
93	20BCA17	RITHIGA.S	BCA
94	20BCA18	SHAFINA.P	BCA
95	20BCA19	SNEHAS.R	BCA
96	20BCA20	SOUNDARYA. S	BCA
97	20BCA21	SOWMIYA.M	BCA
98	20BCA22	SWATHI.K	BCA
99	18LPMC01	ALAMELUMANGAI.S.J	MCA
100	18LPMC02	AMEERBENAZIR. A	MCA

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101	18LPMC03	BALAPRIYA.M	MCA
102	18LPMC04	DIANA. M	MCA
103	18LPMC05	GOWSALYA. K	MCA
104	18LPMC06	ILAKKIYA.R	MCA
105	18LPMC07	KABILA. M	MCA
106	18LPMC08	KALPANA. P	MCA
107	18LPMC09	KARTHIKA. K	MCA
108	18LPMC10	KARTHIYAYINI. K	MCA
109	18LPMC11	MUTHUSELVI.B	MCA
110	18LPMC12	NAZEEMABEGUM. S	MCA
111	18LPMC13	NITHYA.P	MCA
112	18LPMC14	PAVITHRA.R	MCA
113	18LPMC15	PERIYANAYAKI.R	MCA
114	18LPMC16	POONGUZHALI PRIYADHARSHINI.R.G	MCA
115	18LPMC17	PRADEEPA.R	MCA
116	18LPMC18	PRATHIBA.T	MCA
117	18LPMC19	PREMI.M	MCA
118	18LPMC20	PRIYADHARSHINI. S	MCA
119	18LPMC21	REVATHY. B	MCA
120	18LPMC22	SANGEETHA.A	MCA
121	18LPMC23	SARAVANAPRIYA. P	MCA
122	18LPMC24	SATHYABAMA.A	MCA
123	18LPMC25	SIVASUBITHA.T	MCA
124	20PMC01	AISHWARYA.P	MCA
125	20PMC02	BHUVANESWARI. V	MCA
127	20PMC03	DHARSHINI.N	MCA
128	20PMC04	GIRIJA.R	MCA
129	20PMC05	HARINISURIYA.B	MCA
130	20PMC06	JASMINE.M	MCA
131	20PMC07	KALEESHWARI J	MCA
132	20PMC08	KARTHIKA. T	MCA
133	20PMC09	KAVIYA. K	MCA
134	20PMC10	KIRUTHIKA. M	MCA
135	20PMC11	PAVITHRA.P	MCA
136	20PMC12	PRIYADHARSHINI. C	MCA

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**ACTIVITY : WEBINAR**

**YEAR : 2020 - 2021**

**3. Table format for Faculty of our College:**

<b>Webinar on "DIGITAL MARKTING" 24.03.2021</b>		
<b>S.No.</b>	<b>NAME</b>	<b>DESIGNATION WITH DEPARTMENT</b>
1	Dr.(Mrs)S.Vijayasankari	Head & Assistant Professor of Computer Applications
2	Mrs. M.Murugeswari	Assistant Professor of Computer Applications
3	Mrs.J.Chinna	Assistant Professor of Computer Applications
4	Mrs.G.Alamelu	Assistant Professor of Computer Applications
5	Mrs.B.Prasanna	Assistant Professor of Computer Applications
6	Mrs.K.Krishnaveni	Assistant Professor of Computer Applications