**** KONGUNADU ARTS AND SCIENCE COLLEGE**

Re-accredited by NAAC with ‘A+’ Grade(4th Cycle)

*(Autonomous)*

*College of Excellence (UGC)*

***COIMBATORE - 641 029***

***DEPARTMENT OF BUSINESS ADMINISTRATION [CA]***

**Digital Marketing Workshop on 27.01.2023.**

Department of Business with CA organized work shop on Digital Marketing for final year students numbering 50 on 27.01.2023. Mr.Naveen Manickam, Entrepreneur, Business coach and Founder of Women Business Network was the Resource person.

The day started with prayer song by students and welcome and introductory speech about the guest was given by Head of the Department Dr.S.Punitha Devi.

Digital marketing is the most essential concept in today’s world. Any type of business big or small, national or international or local is functioning with the help of digital marketing. So, the awareness of digital marketing is must. Mr.Naveen Manickam gave insights into various concepts and applications in the everyday business of online transactions. 



