



NADAR MAHAJANA SANGAM
SERRATHAI VASAN COLLEGE FOR WOMEN
MADURAI - 625 012
(Accredited with 'B' Grade by NAAC)



BUSI ECLAT ASSOCIATION MEET

DEPARTMENT OF BUSINESS ADMINISTRATION

Organize

WORKSHOP

on

DIGITAL MARKETING

Chief Guest

Mr. S. VIJAY

Senior Technical Associate
Elysium Academy
Computer Training Institute
Madurai.

Date - 13.09.2024

Time - 10.30A.M - 11.30A.M

T. Mohan
President

M. Jayalaxmi B.E.,
Secretary & Correspondent

A.C.C.Prasanna
Treasurer

T. Kalanthi Vel
Vice President

T. Rama
Vice President

G. Ganesan
Vice President

V.K.V. Balagani
Joint Secretary

Dr. G. Manikavathi M.A., M.Phil., M.T.M., Ph.D.,
Advisor

G. Sathishkani
General Secretary
Nadar Mahajana Sangam

Mrs. M. Kavitha M.Sc., M.Phil., B.Ed.(Ph.D.),
Principal (i/c)

Mrs. M. Theerthi M.Com., M.B.A., M.Phil., NET., SET., D.G.T.,
Vice-Principal and Head
Department of Business Administration



NADAR MAHAJANA SANGAM SERMATHAI VASAN COLLEGE FOR WOMEN

Self Finance Institution - Permanently Affiliated to Madurai Kamaraj University

Accredited with "B" Grade by NAAC

Periyar Nagar Road, Avaniapuram, Madurai - 625 012.

e.mail : nmssvcollege@gmail.com, nmssvcollege@yahoo.com,

Website : www.nmssvcollege.com.

Off : 72000 61388 ★ Principal : 72000 51388 ★ Hostel : 72000 71388

H.O. : No.2, South Chitrai Street, Madurai - 625 001. ☎ (0452) 2350858



11.09.2024

To
Mr. S.VIJAY
Senior Technical Associate
ELYSIUM Academy
Computer Training Institute
Madurai,

Respected Sir


WARM GREETINGS

We are very much thankful to you for having accepted our invitation to be the Chief-Guest for the WORKSHOP on the topic of "DIGITAL MARKETING" organized by Department of Business Administration.

We cordially invite you to grace the function. Kindly make it convenient to be here at 10.00 A.M on the same day.

Thanking You

Yours Faithfully


PRINCIPAL

Station | realmc 7
2024-10-10 10:13:54
realme



NADAR MAHAJANA SANGAM
SERMATHAI VASAN COLLEGE FOR WOMEN

Self Finance Institution - Permanently Affiliated to Madurai Kamaraj University

Accredited with "B" Grade by NAAC

Periyar Nagar Road, Avaniapuram, Madurai - 625 012.

e.mail : nmssvcollege@gmail.com, nmssvcollege@yahoo.com,

Website : www.nmssvcollege.com.



Off : 72000 61388 ★ Principal : 72000 51388 ★ Hostel : 72000 71388

H.O. : No.2, South Chitrai Street, Madurai - 625 001. ☎ (0452) 2350858



13.09.2024

To


Mr. S.VIJAY
Senior Technical Associate
El. YSIUM Academy
Computer Training Institute
Madurai.

Respected Sir

We whole heartedly thank you very much as chief guest for the WORKSHOP organized by Department of Business Administration - BUSI ECLAT ASSOCIATION MEET on 13.09.2024. On behalf of our Management and Department of Business Administration, we thank you for delivering a speech on "DIGITAL MARKETING". It's really highly informative to our students.

Thanking You

Yours Faithfully


PRINCIPAL

Shot on realme 7

2024/09/01 10:54

Nadar Mahajana Sangam Sermathai Vasan College for Women, MADURAI.
BUSI ECLAT ASSOCIATION MEET
DEPARTMENT OF BUSINESS ADMINISTRATION
WORKSHOP ON DIGITAL MARKETING

AGENDA

DATE: 19.09.2024

- ❖ *Prayer*
- ❖ *Welcome Address* : M. Tamilselvi, III BBA
- ❖ *Felicitation* : T. Mohan
President
M. Jeyakumar B.E.,
Secretary & Correspondent
A.C.C.Pandian
Treasurer
T. Kulanthai Vel
Vice President
T. Ramu
Vice President
G. Ganesan
Vice President
V.K.V. Balaguru
Joint Secretary
Dr.G.Maris Kumar M.A.,M.Phil.,M.T.M.,Ph.D.,
Advisor
G. Karikolraj
General Secretary, Nadar Mahajana Sangam
Mrs. M. Kavitha M.Sc., M.Phil., B.Ed.,(Ph.D).,
Principal (i/c)
Mrs. M.ThenmozhiM.Com.,M.B.A.,M.Phil., D.G.T.,
Vice-Principal and Head, Dept. of BBA
- ❖ *CHIEF-GUEST* : **Mr.S.GANESAN**
Senior Technical Associate
Elysium Academy
Computer Training Institute
Madurai.
- ❖ *Topic* : **DIGITAL MARKETING**
- ❖ *Vote of thanks* : S. Mutharasi II BBA
- ❖ *National Anthem*



NADAR MAHAJANA SANGAM SERMATHAI VASAN COLLEGE FOR WOMEN

Self Finance Institution - Permanently Affiliated to Madurai Kamaraj University

Accredited with "B" Grade by NAAC

Periyar Nagar Road, Avaniapuram, Madurai - 625 012.

e.mail : nmssvcollege@gmail.com, nmssvcollege@yahoo.com,

Website : www.nmssvcollege.com.



Off : 72000 61388 * Principal : 72000 51388 * Hostel : 72000 71388

H.O. : No.2, South Chitrai Street, Madurai - 625 001. ☎ (0452) 2350858



The Editor

The Hindu

Madurai

Respected Sir,

Kindly publish the following News Item in your esteemed NewsPaper.


TODAYS ENGAGEMENT

**N.M.S.Sermathai Vasan College for Women - BUSI -ECLAT -INTER-
COLLEGIATE MEET-Department of Business Administration.**

Date : 19/09/2024.
Time : 10.00 A.M
Place : Library Conference Hall
Chief -Guest : **Mr.S.GANESAN**
Senior Technical Associate
Elysium Academy
Computer Training Institute
Madurai.
Topic : *Demonstration class in Digital Marketing*

Thanking You

Yours Faithfully


PRINCIPAL


redlime Shot on realme 7

2024-10-01 10:54



REPORT

Nadar Mahajana Sangam Sermathai Vasan College for Women, Department of Business Administration organized BUSI-ECLAT.- Association- Workshop meet in the topic of "Demonstration Class in Digital Marketing" on 19.9.2024 at Room No. N1 -classroom – New Building Block. The program was started with a prayer song. Mrs.S.Tamilselvi of III BBA gave welcome address. Our Principal Mrs.M.Kavitha and Mrs.M. Thenmozhi HOD of BBA Department and Vice-Principal felicitate the gathering. Our chief-guest was Mr.S.Ganesan M.Sc [CS], Senior technical associate, Elysium Academy, Computer Training Institute, Madurai gave demonstration class in digital marketing. He highlighted about how digital marketing promotes product and services through media such as website, mobile. Also he explained the biggest challenge of digital marketers and technologies and trends used in digital marketing. Nearly 40 students participated in this workshop. Our students were highly benefited through this program. Mrs. S.Mutharasi of II BBA propose vote of thanks. The meeting came to an end with national anthem.


SIGNATURE OF THE PRINCIPAL

