



# **GURU NANAK COLLEGE (AUTONOMOUS)**

**Re-Accredited at 'A' Grade By NAAC  
Affiliated to the University of Madras  
Guru Nanak Salai, Velachery, Chennai -600042**

## **Report**

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <b>1. Event Title</b>             | <b>Webinar on Digital Marketing</b>  |
| <b>2. Category</b>                | <b>Webinar</b>                       |
| <b>3. Department</b>              | <b>Information System Management</b> |
| <b>4. Date:</b>                   | <b>From 20 May2020 To 20 May2020</b> |
| <b>5. No. of Participants</b>     | <b>230</b>                           |
| <b>6. No. of Resource Persons</b> | <b>1</b>                             |

### **Report Description**

The webinar was conducted in Cisco Webex App on 20<sup>th</sup> May between 11 am to 12 pm by the Department of B.COM ISM on the topic "Digital Marketing" for students. The resource person is Dr.V.SenthilKumaran, Associate Professor,BBA, Guru Nanak College who gave an insight in to digital marketing . The digital marketing concepts were clearly explained and Q&A Session was also conducted where the participants actively participated and gained knowledge.230 participants in the Webinar.

Invitation/Brochure



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### SCHOOL OF INFORMATION TECHNOLOGY

DEPARTMENT OF B.COM (INFORMATION SYSTEM MANAGEMENT)

ORGANIZES WEBINAR ON

# DIGITAL MARKETING

for Students



Resource Person

**Dr.V.SENTHIL KUMARAN**

ASSOCIATE PROFESSOR  
DEPARTMENT of BBA

Guru Nanak College  
Chennai



DATE : 20, MAY 2020

Click Here to REGISTER  
DIGITAL MARKETING

Join the CISCO WEBEX Session at 11am to 12am

E-CERTIFICATE WILL BE PROVIDED

Dr.M.G.Ragunathan  
Principal

Sardar Manjit Singh Nayar  
General Secretary & Correspondent

Sardar Rajinder Singh Bhasin  
President

## Certificate Copy



## Photos



