



# **GURU NANAK COLLEGE (AUTONOMOUS)**

**Re-Accredited at 'A' Grade By NAAC**

**Affiliated to the University of Madras**

**Guru Nanak Salai, Velachery, Chennai -600042**

**Department of B.Sc. ( Information Technology)**

**WEBINAR REPORT**


**DIGITAL MARKETING -POWER OF AUTOMATION**

**Date:18/05/2020**

**Time: 3.00PM TO 4.00 PM**

The Department of B.Sc. (IT) organized a Webinar on Digital Marketing on 18.05.2020. The main objective of this Webinar is to “**Think More, Think Differently and Think Radically**” during the lockdown period. The Dean (IT) Dr.P.V.Kumaraguru welcomed the gathering. The Head of the Department Dr.J.Vanathi introduced the Resource person . The resource person explored many interesting insights towards Digital Marketing. The resource person handled the following topics such as E-mail marketing , website marketing , video marketing ,social media marketing and search engine optimization. The Webinar session ended up by the thanking note given by Mr.S.Dhiswanth ,Association Secretary, B.Sc(IT) department.



## Invitation



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**Department of Information Technology**  
The School of Information Technology  
Organizes Webinar Series


**Digital Marketing - Power of marketing Automation**



**Pansy Ebina P**  
Assistant Professor  
Guru Nanak College  
Chennai


**Photoshop for Digital Marketing**

**Dhishwanth S & Venkatraman G**



**Photoshop**

**Digital Marketing Benefits of Wordpress**



**Sandhiya B & Subhash R**

Date : ( 18/05/2020 , 19/05/2020 , 20/05/2020 )      Time : 3.00pm to 4.00pm  
Platform : Zoom App  
Register at :

Dr. M.G.Ragunathan  
Principal

Sardar Manjit Singh Nayar  
General Secretary & Correspondent

## Certificate Copy



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**Certificate of Participation**

THIS CERTIFICATE IS PRESENTED TO

**SANJAY N**  
MADRAS CHRISTIAN COLLEGE

has participated and successfully completed **Webinar Series** organised by  
**Department of Information Technology, Guru Nanak College**  
from 18.05.2020 to 20.05.2020 on the following topics:

- Digital Marketing-Power of Automation
- Photoshop For Digital Marketing
- Digital Marketing Powered by Wordpress

  
**Dr. M. G. RAGUNATHAN**  
PRINCIPAL

  
**MR. MANJITH SINGH NAYAR**  
GENERAL SECRETARY & CORRESPONDENT