

**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)  
PASUMALAI, MADURAI – 625004.**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
&  
ENTREPRENEURSHIP DEVELOPMENT CELL  
IN COLLABORATION WITH  
NOTRTH STORM ACADEMY – MUMBAI**

**WEBINAR REPORT**

**ON**

**“DIGITAL MARKETING TOOLS FOR 21<sup>ST</sup> CENTURY”**

1. Name of the programme : **DIGITAL MARKETING TOOLS FOR 21<sup>ST</sup> CENTURY**
2. Date of the Programme : 30-05-2020
3. Number of Resource Person : 01
4. Name of the Resource Person : Mr. Hitesh Motwani  
Digital Marketing Expert,  
CEO –Skillopedia  
Director – North Storm Academy, Mumbai.
5. Organizer's Name : 1. Dr.P.Anbuoli  
Assistant Professor, Department of Business Administration.  
2. Dr.D.Niranjani  
Assistant Professor, Department of Business Administration.
6. Number of Participants : 382
7. Platform Used : Google Zoom Meet

## **BRIEF REPORT**

The pursuit of wisdom and knowledge, people started their move towards a technologically advanced life. Nowadays, digital marketing plays an important role in different spheres of human activity. the drive to constantly learn new things is a very important attributes for teachers , marketers, and students considering that digital marketing is one of the toughest industries out there and with its nature as an ever-evolving field, constant reading, practice and analysis are a must in order to be better at it .

The purpose of this workshop is also the same. In this scenario the Department of Business Administration, and Entrepreneurship Development Cell in collaboration with North Storm Academy, Mumbai Jointly organizes a National level Workshop through webinar on” **DIGITAL MARKETING TOOLS FOR 21<sup>ST</sup> CENTURY**”. The Resource Person thought digital teaching tools like voxvote, loom, socrative, canava and so on. The resource person enriches the knowledge of the teachers to use these tools to make the students to more creativity by giving lot of small projects. The session was very much appreciated by the participants.