



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Title	Career Guidance Session On Digital Marketing Courses
Date of Event(s)	19-01-2023
Department/Association/ Cell/Committee	In Association with Department of Management & Career Guidance and Competitive Cell
Venue	Closed Auditorium
Number of Participants	35
Target Audience	40
Resource Person(s) with qualification	Rohith P, Digital Academy 360
Event Coordinators	Asst. Prof. Kumar Narayan, Asst. Prof. Jennifer, Asst.Prof. R Shanmugapriya

Objective of the program:

This program was started at 1.30 pm at closed auditorium and this was conducted for the students of B.com department. Rohith P, was the resource person from Digital Academy 360. One of the major objectives of digital marketing is to increase the number of sales of your products and services. Ultimately it will increase the wealth of your business and your profit. It involves selling the right product and services to the right customers. Digital marketing is simply marketing done on digital platforms through the internet. The major channels of digital marketing are search engines, social media, and e-mail. It is the major way of marketing for many businesses. This is because of the major benefits that digital marketing provides to businesses. Through digital marketing, only those consumers can be targeted who are interested in products or services like that. This is done by making buyer profiles of all users on the internet. By doing this, businesses can save a lot of money on their marketing budget. There is another benefit of vast reach. The internet has made its way into every house. This makes the internet a great marketing tool.

Outcome of the program :

Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations.

Electronics City P.O., Bengaluru - 560 100
Tel.: 080-27836065 / 27834611, Fax: 080-27832299, Email: principal@sfscollege.in
www.sfscollege.in



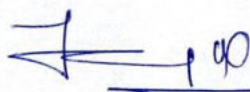
Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions.

Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.

Comprehension and Application of New Media: Students should demonstrate their understanding of the various new medias such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.

Report prepared by:

Report verified by:



COORDINATOR
Competitive Exam and Career Guidance Cell
St. Francis de Sales College
Bengaluru - 560100

Report approved by:

Brochure :



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University | AICTE Approved | Electronic City, Bengaluru - 100

Recognized by MAAC with B+ Grade | Recognized under section 2(F) & 12(B) of the UGC Act | An ISO 9001:2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

**CAREER GUIDANCE AND COMPETITIVE CELL
IN COLLABORATION WITH
DIGITAL ACADEMY 360
PRESENTS**

**A SESSION ON DIGITAL
MARKETING COURSES**

**ON 19 JANUARY, 2023
IN CLOSED AUDITORIUM, SFS COLLEGE
@1:30 PM**

Scan QR code for Registration



For further queries Mail to
Careerguidance@sfscollege.in

Geo-Tagged Photos:

