



**Er. PERUMAL MANIMEKALAI  
COLLEGE OF ENGINEERING**



Accredited by NAAC - 'A' Grade & NBA (U.E., CSE, ECE, EEE, MECH & BIOTECH - IT)  
AN AUTONOMOUS INSTITUTION  
Konerpalli, HOSUR - 635 117.

**DEPARTEMENT OF MASTER OF BUSINESS ADMINISTRATION**

**Seminar on Digital Marketing**

**&**

**What Exposure needed to  
MBA's**



**PRABHU**

Executive Director – ASICJOBS.IN

Director – RAYDEA TECHLEARN PVT LTD.

CO – Founder: MILLIONMILES TECHNOLOGIES LLP

**10<sup>TH</sup> APRIL 2024**

**02.00 pm – 3.30 pm**





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## **A Seminar On Digital Marketing**

### **Report:**

A seminar on Digital Marketing- What Exposure needed to MBA's was conducted on 10.04.2024 & 02.00PM – 03.30PM at PMC Tech., Hosur Campus. This event has been organized by MBA Department. It is has been conducted Offline mode to First Year PG students of Er.Perumal Manimekalai College of Engg. Hosur. Mr. Prabhu, Executive Director – ASICJOBS.IN, Director – RAYDEA TECHLEARN PVT LTD CO – Founder: MILLIONMILES TECHNOLOGIES LLP, Hosur was the resource person and delivered the Seminar. In this lecture, madam discussed on how to start a business in Digital marketing, what are the schemes available for small and medium size business, how to approach the customers, what are the difficulties in Digital marketing. In his speech he explained about how to identify and approach the customers, what is the time period to get projects and other benefits in certain business. Around 63 PG students of PMC Tech., are participated in this seminar. At the end of the session, students are asked many quarries and clarified their doubts. MBA Department/PMC Tech has arranged seminar hall for attending the programme. The program ends with vote of thanks proposed by Dr.P.Mohanraj, HOD,MBA/ PMC Tech.

The Pre Final year students of MBA are participated and gained knowledge about Digital Marketing- What Exposure needed to MBA's. This Seminar which encourages students to become entrepreneurs. Students get the “real world” experience of how the business works, direct procurement, fixing the prices, Sales strategies, getting the orders and administrative skills. This seminar is especially useful for students who have interest in becoming entrepreneurs in digital marketing.



 **GPS Map Camera**



Nallaganakothapalli, Tamil Nadu, India  
MXC8+XF9, Nallaganakothapalli, Tamil Nadu 635117, India  
Lat 12.672449°  
Long 77.966191°  
10/04/24 02:32 PM GMT +05:30



PERUMAL MANIYERKALAI COLLEGE OF ENGINEERING  
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Seminar on Digital Marketing  
&  
What Exposure needed to  
MBA's

**PRABHU**  
Executive Director  
Director - RAYON  
CO - Founder: IV

APRIL 2024  
3:30 pm



Krishnagiri, Tamil Nadu, India  
Unnamed Road, Tamil Nadu 635117, India  
Lat 12.673016°  
Long 77.966407°  
10/04/24 02:15 PM GMT +05:30

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