

Event Name : Digital Marketing

From Date : 09/02/2026

To Date : 19/02/2026

Organized By : The Department of Business Administration

Academic Year : 2025 – 2026

Report :

The 10-day Value-Added Course on Digital Marketing was organized by the Department of Business Administration of Auxilium College (Autonomous), Vellore, in collaboration with TIPS Academy. The program was conducted for III BBA students from 09.02.2026 to 19.02.2026, with a total duration of 30 hours (10 days, 3 hours per day).

The course aimed to provide students with practical knowledge and skills related to modern digital marketing techniques. Various important topics were covered, including introduction to digital marketing, search engine optimization (SEO), social media marketing, content marketing, email marketing, online advertising, and website analytics. Students were also introduced to the fundamentals of online branding and strategies used by businesses to promote products and services through digital platforms.

During the sessions, students learned how digital tools and platforms can be effectively used to reach a wider audience and enhance business growth. Practical demonstrations and interactive discussions helped them understand the functioning of digital marketing campaigns and the importance of data-driven marketing decisions.

The training sessions were highly informative and engaging, enabling students to gain a better understanding of digital marketing practices used in today's business environment. By the end of the course, students developed basic competencies in applying digital marketing concepts for business promotion and management applications.

The program was successfully organized under the guidance of Dr. Renuga Devi S, Head of the Department, and coordinated by Dr. Rajeswari P, Course Co-ordinator. The course helped students enhance their digital skills and prepare for career opportunities in the rapidly growing field of digital marketing.