

Value Added Course on “Digital Marketing”

Date: 28/08/2025

Organized by: Department of BBA in collaboration with TIPS Academy

Academic Year: 2025-2026

Report:

The digital marketing course was inaugurated at AIIC lab. The proceedings began with a warm and inviting welcome speech delivered by the Class Representative then had the honour of introducing the two key speakers for the day: Mr. Vijay, the distinguished director of TIPS Academy, and Sasi Kumar, the coordinator of TIPS Academy. Mr. Vijay took the stage first, sharing his vision for the academy and motivating students to embrace the challenges and rewards of their chosen field, led by Mr. Sasikumar from TIPS Academy. The session was highly interactive and practical. Dr.S. Renuga Devi, Head, Dept. of Business administration and Dr P Rajeswari, Assistant Professor & Course Co-ordinator, Department of Business Administration graced the occasion.

Mr. Sasikumar began the session. The main part of this session was learning how to set up a website for digital marketing. The topics Covered are Introduction to Digital marketing, Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Paid Advertising (PPC), Email Marketing, Web Analytics. The digital marketing course successfully equipped attendees with a foundational understanding of digital marketing principles and strategies, highlighting the vast career opportunities available in the industry.