

Seminar Report on “Marketing 4.0 moving from traditional to Modern”.

The expert chief guest Ms.K.Kiruthiga(Creative Designer at One Dot Media) was welcomed and honoured by Dr.P.Bagyalakshmi(HOD)

The session was really informative.Ms.Kiruthiga done a valuable seminar with her adorable knowledge on digital marketing.Ms.Kiruthiga taught about the evolutions of marketing ,marketing types and its concepts.

The students learnt some beneficial informations like

- Animations(2D,3D)
- Content Marketing
- Photoshops(Illustrator,Coral Draw,Adobe Indesign)
- UI\UX designing(Adobe,Figma,Sketch)
- Video editing

Then she shared her work experience and gave career guidance to our students.She also talked about the online teaching websites.She also gave tips to get internship.At the end of the session many students cleared their doubts about internships and career based questions