



DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE

(AUTONOMOUS)

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)
Re-Accredited with 'A' Grade by NAAC, Accredited by ICS,
Accredited by NBA (AERO, BME, CSE, ECE, EEE, IT & MECH)

PERAMBALUR - 621 212



DEPARTMENT OF MANAGEMENT STUDIES ORGANIZES

A NATIONAL LEVEL SYMPOSIUM ON DIGITAL MARKETING



REGISTRATION FEE
300/- (Per Head)

TOPICS :

- Artificial Intelligence in Digital Marketing
- Influencer Marketing Strategies
- Data Privacy and Compliance
- The Evolution of Content Marketing
- SEO in a Changing Landscape
- Social Media Marketing Trends
- E-commerce Innovations
- The Role of Analytics in Decision Making
- Sustainability and Ethical Marketing
- Trends in Affiliate Marketing



PAPER
PRESENTATION



BEST MANAGER



CORPORATE WALK

Acceptance of Abstract

16/10/2024

Last date for full Paper Submission

18/10/2024



TO REGISTER ,
SCAN ME

✉ Mail Id : nsdm2k24@gmail.com

📍 Venue : College Premises

CONVENOR

Dr. D.Vijay Amirtharaj
HOD/MBA

23/10/2024
WEDNESDAY

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