
Event No. :
Date : **31.01.2022**
Venue : The Legend, KPRIET
Level of the Event : Department Level
Type of Event : Faculty Seminar
Title of the Event : **Fundamentals of Digital Marketing**
In Association with : AWESOME, KPRIET
Resource Person : **Mr. P. Manikandan**
Head – App, Website and Social Media Management, KPRIET
AP - Civil
Convenor : -
Co-convenor : -
No. of Internal : Faculty : 23
Participant (Count) Research Scholars : -
Students : -
Others : -
No. of External : Faculty : -
Participant (Count) Research Scholars : -
Students : -
No. of Feedback : 23
received

Outcome

The programme was organized by the Department of Civil Engineering in association with App, Website and Social Media Management of KPRIET, to make the faculty aware on the basic concepts of digital marketing.

Mr. P. Manikandan, elaborated the concepts of search engine optimisation, handling of social media pages, YouTube and ways to improve the social media presence of

the department and review platforms available which engineering aspirants might refer.



The poster features the KPR Institute of Engineering and Technology logo on the left and the Department of Civil Engineering logo on the right. The title 'Faculty Seminar on Fundamentals of Digital Marketing' is centered. Below the title is a circular portrait of Mr. P. Manikandan, with his name and title 'Head - App, Website and Social Media Management KPRIET' listed to the right. At the bottom, it specifies the date 'January 31, 2022' and time '09.30 am' at 'Venue: The Legend'. Social media icons for Facebook, Twitter, Instagram, YouTube, and Google+ are present, along with the website 'kpriet.ac.in'. A small graphic of the UN Sustainable Development Goals is also included.



Coordinator

HoD/Civil