



# P.K.R. ARTS COLLEGE FOR WOMEN

Re-Accredited with 'A' Grade by NAAC  
Autonomous Institution- Affiliated to Bharathiar University  
Gobichettipalayam

## DEPARTMENT OF MANAGEMENT

Organizes

Two Days Hands on Workshop on

# DIGITAL MARKETING & META ADS



## Resource Persons



Mr. K.S Dandapani  
CEO of CLAPUP Institute of creativity,  
CAO of Escape Rat Race Media  
Coimbatore



Mr. K.K Thitheashwar  
CEO of Escape Rat Race Media,  
Coimbatore

## Faculty Co-ordinator:

Dr.G.K.Pooranee,  
Assistant Professor of Management



19 & 20 Sep 2024



MBA CLASS ROOM



09.00 A.M



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**DEPARTMENT OF MANAGEMENT**

**DIGIRAL MARKETING & META ADS**

Mode: Offline

Date: 19& 20 SEP 2024 @ 10.00 a.m

Venue : MBA CLASSROOM

**Resource Persons:** Mr. K .S Dandapani, CEO of CLAPUP Institute of Creativity and

Mr. K.K Thitheashwar CEO of Escape Rat Race Media, Coimbatore

**Objective of the Program :** To equip participants with comprehensive knowledge and practical skills in digital marketing strategies, with a special emphasis on using Meta Ads to drive business objectives.

**No. of Beneficiaries:** 47 students and 01 faculty

The program was organized with the aim of equipping participants with knowledge on leveraging digital marketing strategies, focusing on the use of meta ads to achieve business objectives. The session was led by two expert speakers.

The first session was conducted by Mr. K.S. Dandapani, who provided an insightful overview of digital marketing. He highlighted the importance of having a strong online presence and compared digital marketing with traditional marketing approaches. Mr. Dandapani discussed various digital marketing channels, including search engine optimization (SEO), email marketing, and social media marketing, emphasizing the impact each has on businesses today. He also explained how companies can use these channels to drive customer engagement, generate leads, and boost conversions.

Mr. K.K. Thitheashwar took over the second session, where he delved into the intricacies of meta ads (Facebook and Instagram ads). He provided a detailed walkthrough of Meta Ads Manager and explained how businesses can use the platform to run ads tailored to specific business goals. He broke down the three primary ad campaign objectives on Meta—awareness, consideration, and conversion—and gave examples of each type in real-world scenarios.

Photos



**Outcome of the Programme:**

- Attendees learned how to align business goals with Meta Ads objectives.
- Attendees now understand how to set appropriate budgets for ad campaigns and apply effective bidding strategies (CPC, CPM, CPA) to maximize return on investment (ROI).

Organizing Secretary: Dr.G.K.Pooranee, Assistant Professor, Department of Management

*R.Rajeswari*  
Report Prepared  
by  
Ms. R.Rajeswari

*G.K.P.*  
Verified by  
Dr. G.K. Pooranee

*V.Kavitha*  
Signature of the HOD with Seal  
Dr.V.Kavitha

Dr.V.KAVITHA,  
HOD, Department of Management  
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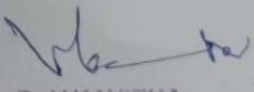
DEPARTMENT OF MANAGEMENT

Date: 19-09-2024

Program Name: Digital Marketing & Meta Ads

Sl. No	Reg No	Student Name	Signature
1	232BA014	S. Janani	[Signature]
2	232BA007	K. Chithra Devi	[Signature]
3	232BA009	B. Elakkiya	[Signature]
4	232BA015	S. KARTHIKA	[Signature]
5	232BA011	R. HEENA SHONALIHA	[Signature]
6	232BA004	S.J. ARUMUGASELVI	[Signature]
7	232BN038	P. SASIWARNA	[Signature]
8	232BA022	K. Kokilavani	[Signature]
9	232BA039	Jc. Shakila	[Signature]
10	232BA024	A. LAKSHMI PRIYA	[Signature]
11	232BA033	J.S. Preethika	[Signature]
12	232BA028	A. Nalini	[Signature]
13	232BA021	D. Kesika	[Signature]
14	232BA034	D. Priyadharsini	[Signature]
15	232BA030	Nekhasree M	[Signature]
16	232BA035	M. Priyanka	[Signature]
17	232BA009	R. Vithalini	[Signature]
18	232BA032	S. Pradapa	[Signature]
19	232BA016	A. Kaviya	[Signature]
20	232BA001	K. Anthe	[Signature]
21	232BA046	D. Suvitha	[Signature]
22	232BA003	V. Arthi	[Signature]
23	232BA059	Sudhi M	[Signature]
24	232BA041	Sivatanjani M	[Signature]
25	232BA023	S. Lakshmi Priya	[Signature]
26	232BA029	P. Nandhini	[Signature]
27	232BA052	A. SHARMILA	[Signature]

Sl. No	Reg No	Student Name	Signature
28	232BA031	Nisanthi. P	Nisanthi
29	232BA052	Sharmila. A	Sharmila
30	232BA044	Shreya. A	Shreya
31	232BA019	Kavya. S	Kavya
32	232BA036	Ranjitha. K	Ranjitha
33	232BA040	Shanmitha. P	Shanmitha
34	232BA022	Asika. S	Asika
35	232BA026	Manimokala	Manimokala
36	232BA043	Sowmiya. V	Sowmiya
37	232BA005	Azhageshwari. J	Azhageshwari
38	232BA025	Leelavathy. A	Leelavathy
39	232BA020	Keerthana	Keerthana
40	232BA050	Yogashri	Yogashri
41	232BA013	Indumathi.	Indumathi
42	232BA010	P. Gayathri	P. Gayathri
43	232BA006	M. Boornitha	M. Boornitha
44	232BA047	S. Thenmozhi	S. Thenmozhi
45	232BA045	E. Subithra	E. Subithra
46	232BA012	S. Hemanshini	S. Hemanshini
47	232BA008	Phani K.	Phani K

  
**Dr. V. KAVITHA,**  
 HOD, Department of Management  
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Date: 20.09.2024

Program Name: *Digital Marketing & Meta Ads*

Sl. No	Reg No	Student Name	Signature
1.	232BA049	R. Vishalini	R. Vign
2.	232BA035	M. Priyanka	M. Priyanka
3.	232BA044	G. Jarnani	G. Jarnani
4.	232BA033	J. S. Preethika	J. S. Preethika
5.	232BA024	A. Lakshmi Priya	A. Lakshmi Priya
6.	232BA039	K. Shakila	K. Shakila
7.	232BA022	K. Kokilavani	K. Kokilavani
8.	232BA023	Lakshmi priya S	Lakshmi priya S
9.	232BA038	Sasiwama P	Sasiwama P
10.	232BA030	Nekhasree M	Nekhasree M
11.	232BA032	Pradapa S	Pradapa S
12.	232BA034	Priyadarshini D	Priyadarshini D
13.	232BA021	Kesika D	Kesika D
14.	232BA028	Nalini A	Nalini A
15.	232BA041	Sivastanjani M	Sivastanjani M
16.	232BA051	Suthi M	Suthi M
17.	232BA016	A. Kaviya	A. Kaviya
18.	232BA001	K. Anitha	K. Anitha
19.	232BA003	V. Arthi	V. Arthi
20.	232BA046	D. Saritha	D. Saritha
21.	232BA004	S. J. ARUMUGASELVI	S. J. ARUMUGASELVI
22.	232BA011	R. HEENA SHONAUHA	R. HEENA SHONAUHA
23.	232BA015	S. KARTHIKA	S. KARTHIKA
24.	232BA009	B. Elakkiya	B. Elakkiya
25.	232BA007	H. Chithra Devi	H. Chithra Devi
26.	232BA029	P. Nandhini	P. Nandhini
27.	232BA042	R. Sneha	R. Sneha

Sl. No	Reg No	Student Name	Signature
28	Nisanthi.P	232BA031	Nisanthi.P
28	232BA031	Nisanthi.P	Nisanthi.P
29	232BA042	SNEHA.P	Sneha.P
30	232BA012	Hemavashini.S	Hemavashini.S
31	232BA005	Azhageshwari.J	Azhageshwari.J
32	232BA043	Samiya.V	Samiya.V
33	232BA025	leelavathy.A	leelavathy.A
34	232BA020	K.karthana	K.karthana
35	232BA050	YOGASTHI.M	YOGASTHI.M
36	232BA013	Indhumathi.N	Indhumathi.N
37	232BA008	Dharani.K	Dharani.K
38	232BA002	Aasika.S	Aasika.S
39	232BA026	Mani.Mekalai.S	Mani.Mekalai.S
40	232BA040	Shanmitha.P	Shanmitha.P
41	232BA036	Ranjitha.K	Ranjitha.K
42	232BA044	Steya.A	Steya.A
43	232BA019	Kanya.S	Kanya.S
44	232BA047	Theremathi.S	Theremathi.S
45	232BA045	Subithra.C	Subithra.C
46	232BA010	Gayathri.P	Gayathri.P
47	232BA006	Boornitha.M	Boornitha.M



Dr.V.KAVI, MA,  
HOD, Department of English,  
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Gobichandrapuram, Chennai - 600033.







**Gobichettipalayam, Tamil Nadu, India**  
FC2H+5XH, opp. PKR COLLEGE 638476, Gobichettipalayam, Murugan Puthur, Tamil Nadu 638452, India  
Lat 11.462345°  
Long 77.448149°  
20/09/24 12:56 PM GMT +05:30



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20/09/24 11:33 AM GMT +05:30