PRIMAX FOUNDATION

In Association with

KATHIR COLLEGE OF ARTS AND SCIENCE

Bachelor of Business Administration (CA)

(Affiliated to Bharathiar University, Recognized by UGC Under 2(f) & 12 (b)
Coimbatore, Tamil Nadu, India

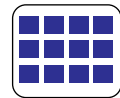**Organizing**

5 DAY - VIRTUAL
NATIONAL LEVEL TRAINING PROGRAM

ON

ARTIFICIAL INTELLIGENCE - BASED DIGITAL MARKETING

04th Sep
to
08th Sep
2023

6.00 PM
to
9.00 PM

Registration Fee **Rs. 900/-**

For Registration

✔ **CLICK ME**

About the Training Program

The Digital Marketing and Analytics training Program is aimed at building frameworks that help managers in facilitating their marketing activities and decision-making. Primax will provide you with an analytical and theoretical framework to understand the emerging world of Digital Marketing and will help in learning systematic decision-making based on powerful proven analytical techniques. The purpose is to understand digital marketing and build skills, knowledge, and confidence in undertaking analyses.

CONTENTS TO BE COVERED

Day	Topic	Resource Persons
04-09-2023	• What is Digital Marketing, SEO, SEM, SMO, SMM, Email, Affiliate Marketing? • Difference between traditional and digital marketing • Introduction to Artificial Intelligence and its role in digital marketing	**Mr. Amudhakumar PR**
05-09-2023	• Creating a free/paid website/landing page • Creating Text/Image/Video (Long and Short) using AI Tools • Publishing content on Content Management Systems	**Mr. Amudhakumar PR**
06-09-2023	• Optimizing content for SEO (On page/Off Page, Local/Global) • Social Media Optimization (Facebook/Youtube/Twitter/Linkedin/Insta/Quora) • Paid Promotion (Google/Facebook/Linkedin/Twitter)	**Mr. Amudhakumar PR**
07-09-2023	• Getting started and using Google Search Console • Getting started and using Google Analytics • Tools Used for Digital Marketing	**Prof. Rahul Goel**
08-09-2023	• Competitor analysis and strategy building • Email Marketing / Affiliate Marketing • Conclusion and QA Session	**Prof. Rahul Goel**

Key Information

Duration: 5 days (04-09-2023 to 08-09-2023) **Timings: 6 PM to 9 PM**

Registration fees: Rs.900 for participants from India and **50 US $** for participants from outside India

Note:
• Only 70 seats are available, therefore registration shall be made on first come first serve basis.
• Recorded session link will be provided (Only View Option Max. Five Days)
• All participants will receive 'Certificate of Participation' after successful completion of the program
• Registration fee can be done through **NEFT/IMPS Transaction** (or) **Gpay/Paytm/Phonpe**

RESOURCE PERSONS

Mr. Amudhakumar PR
Co Founder, Lite Mentors Training and Consulting
Digital Marketing Trainer and Speaker
Chennai, Tamil Nadu.

Prof. Rahul Goel
Faculty, Digital Marketing
Aliance School of Business
Alliance University - Bangalore

PATRONS

Thiru. E. S. Kathir
Chairman, KCAAS
Coimbatore, Tamil Nadu

Tmt. Lavanya Kathir
Secretary, KCAAS
Coimbatore, Tamil Nadu

Prof. T. Rajeswari
President, Primax Foundation
Bengaluru, Karnataka

Dr. V. Selvaraj
Secretary, Primax Foundation
Bengaluru, Karnataka

Dr. R. Karpagam
Principal, KCAAS
Coimbatore, Tamil Nadu

PROGRAM DIRECTORS

Dr. K.V. Ramanathan
Professor of Finance & Marketing
Oxford Degree College (PG), Ullal
Director, Primax Foundation & Primax Eduacademy
Bengaluru, Karnataka **Ph: +91-9986530012**

Dr. P. Saravanan
HoD & Assistant Professor, BBA (CA),
Kathir College of Arts and Science
Coimbatore, Tamil Nadu
Ph: +91-9103456767

Happiness comes from giving Happiness…