



St Aloysius College (Autonomous), Mangaluru

Department's Record of workshops, seminars, guest lectures conducted by the department

Department/Cell	Department of commerce			
	1	2	3	4
Theme /Title	Unlocking Opportunities in Digital Marketing: A Path to Career Success®			
Type (Seminar/ Webinar / Workshop / Guest Lectures / Other(please specify))	GUEST LECTURE			
Date	9/18/2023			
Name of Resource Person and Photograph (attach photograph)	Mr.Prathik Jayaprakash			
Designation of Resource Person	Free Lancer			
Contact details of the Resource Person (Phone number / email id)	8073466172			
Coordinator of the Event	Mrs Suchitra ,Dr Smitha DK			
Level (International/ National/State/ University/College)	College level			
Number of Participants	130 students			
Remarks	Student interaction and discussion on digital marketing and career opportunities in digital marketing			

