



DEPARTMENT OF MASS COMMUNICATION

Pazhassiraja College, Pulpally, Wayanad, Kerala 673579

22.07.2021

EVENT REPORT

LECTURE SERIES: FLASH TALKS

Inauguration: July 22, 2021

Session Title : DIGITAL MARKETING: PRACTICES AND CAREER OPPORTUNITIES AS A MARKETER
Speaker : Merlin Susa Varghese, Product Marketing Associate, Zoho Corporation
Inauguration : Dr. Anilkumar. K, Principal, Pazhassiraja College, Pulpally

The Department of Mass Communication, Pazhassiraja College has organised the opener session of the FLASH TALKS- (Lecture series) on the 22nd of July 2021, 10.00 am via google meet. The session was handled by Ms. Merlin Susa Varghese, Product Marketing Associate, Zoho Corporation. The lecture series was inaugurated by Dr. Anilkumar, the honorable Principal of Pazhassiraja College. Through a series of lectures, the Department aims to enhance the industry-academia collaboration. This initiative also aims to help our students to have an in-depth understanding of the nuances and latest trends in respective sectors.

On the opening session, the speaker thoroughly discussed the basics of marketing, what is digital marketing, one's role as a digital marketer, current industry requirements and career opportunities with regard to digital marketing. The session was focused on the Mass Communication Post Graduate Students, and all the 18 students from the second semester MJMC attended the session. The session was highly interactive and the speaker congratulated the students for their active involvement in the session.

Dr. Jobin Joy, (faculty) welcomed the gathering and Mr. Shobin Mathew (faculty) proposed the vote of thanks. Mr. Akshay Dhan Joshy, student from the second semester MJMC, hosted the event.

Encl: Session Screenshots, group picture, and Event Poster

Program Coordinator

Dr. Jobin Joy

IQAC Coordinator

Dr. Dileep M. R

Principal

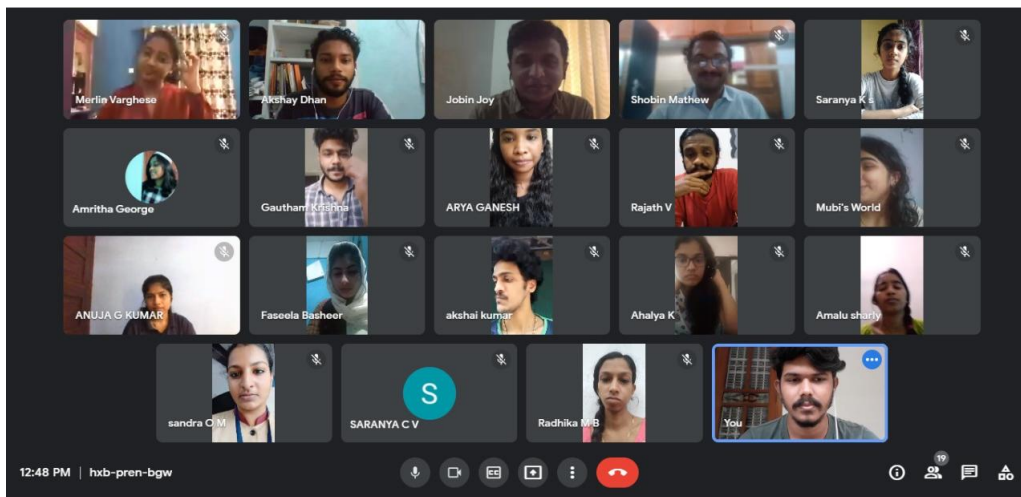
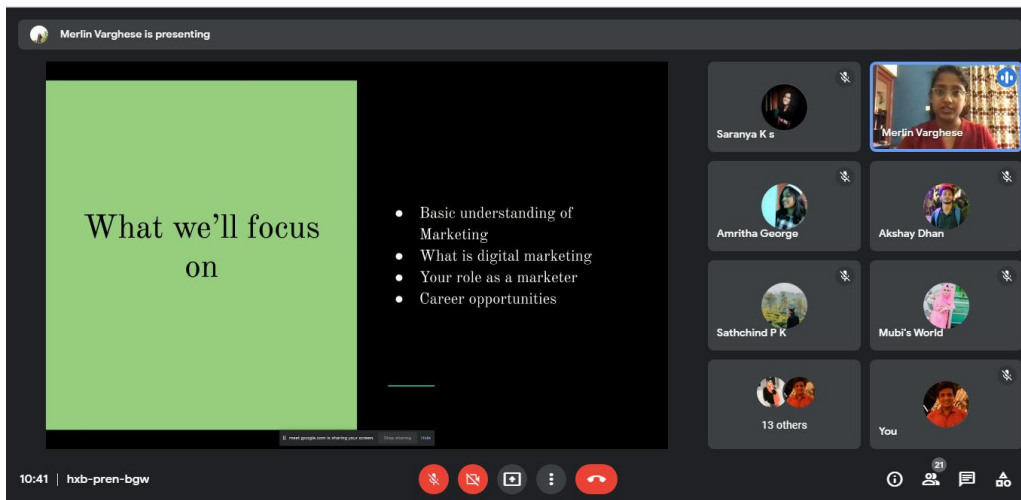
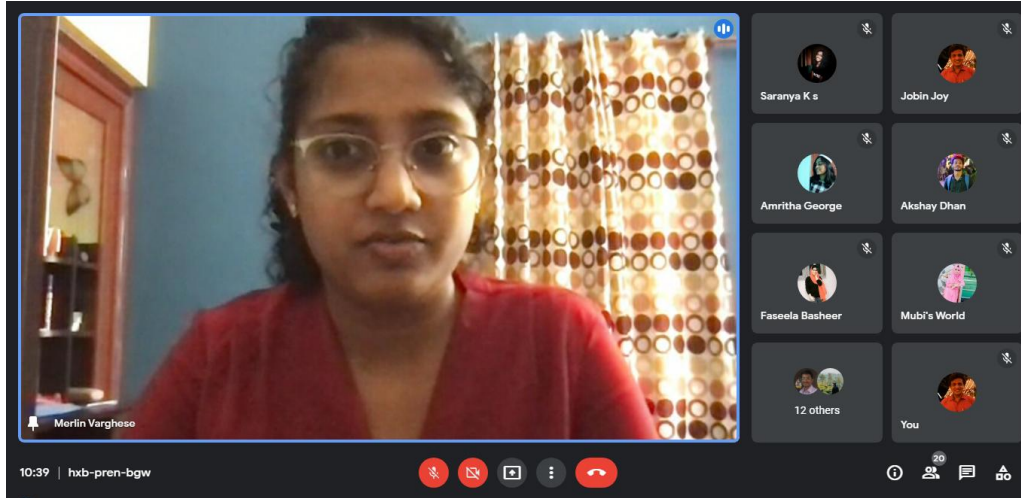
Dr. Anil Kumar K



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Session Screenshots





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DIGITAL MARKETING

Practices
& Career Opportunities

01

Google meet

Inauguration

Dr. Anilkumar K.
Principal, Pazhassiraja College

Speaker

Merlin Susa Varghese
Product Marketing Associate
Zoho Corporation, Chennai

22 July, 2021
10.00 am

Department of Mass Communication

Pazhassiraja College, Pulpally, Wayanad

Welcomes you all to the lecture series

Flash Talks



meet.google.com/hxb-pren-bgw