



# AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN

(Sponsored by AIMAN Education & Welfare Society)

(Affiliated to Bharathidasan University)

Recognized by UGC under section 2(f) and 12(B),

Tiruchirappalli – 620 021.



INSTITUTION'S INNOVATION COUNCIL OF AIMAN COLLEGE

&

DEPARTMENT OF COMPUTER APPLICATIONS

## REPORT

### DIGITAL MARKETING FOR ENTREPRENEURIAL SUCCESS

A Webinar on “Digital Marketing for Entrepreneurial Success” was organized by Institution’s Innovation Council and Department of Computer Applications on 05<sup>th</sup> March 2022 at 11am. The Guest Speaker for the session was Ms. L. Mubeena Thasneem, Director, LEM(Learn English with Mubeena), Founder, Mubeens 5 Secret Jars, Co-Founder and Creative Head The Being Muslimah.

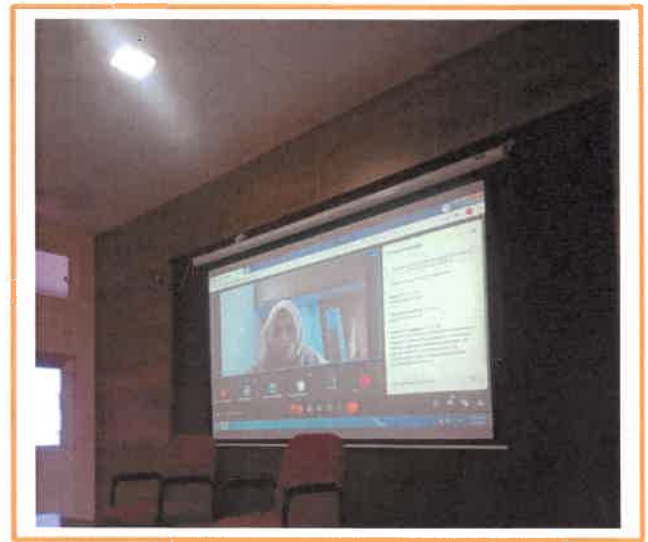
The speaker began with the explanation of entrepreneurial and entrepreneur. She delivered the story of ‘Aachi masala’ to inspire the beginners. She suggested the students how to advertise the brands through social media. She gave an idea of attracting customer through various platforms for success in digital marketing. She also interacted with the students and answered their queries. 180 students participated from the Departments of Computer Applications and Computer Science.

Google meet Link: <https://meet.google.com/wnx-zvny-rma>

  
7/3/22

PRINCIPAL

PRINCIPAL  
AIMAN COLLEGE OF ARTS &  
SCIENCE FOR WOMEN  
TIRUCHIRAPPALLI-620 021



**GUEST SPEAKER**



**Student's participated  
in the Webinar**

**Student's along with Staff Members**

*Binod*  
7/3/22  
PRINCIPAL  
AIMAN COLLEGE OF ARTS &  
SCIENCE FOR WOMEN  
TIRUCHIRAPPALLI-620 021