



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Maduravoyal, Chennai - 600 095. Tamilnadu, India.
(An ISO 9001-2015 Certified Institution)



MGR ASSOCIATION FOR GREAT INNOVATIVE CREATORS

Department of Electronics and Communication Engineering

Event Title	Interdisciplinary Lecture on " Online branding"		
Objective of Event	The Significance of Branding objectives are intended to be long-term, achievable goals set by the organization's management team.		
Chief Guest /Speaker Details	Mr. DhanushRamTP, Assistant professor, Department of Viscom & Animation, Dr. MGR Educational And Research Institute		
Date	31/01/2023	Time	02.00 PM to 4:00 PM
Venue	ECE Simulation Lab Maduravoyal Campus	No. of Participants	60

REPORT

TITLE

Online Branding

CONTENT

The Department of Electronics and Communication Engineering organized an Interdisciplinary seminar on the topic 'Online Branding ' on 31-01-2023 at 2.30 pm in VLSI Lab . The speaker for the event was Mr. Dhanush Ram .T.P, Assistant professor, Department of Viscom & Animation, Dr.MGR Educational and Research Institute. He shared his immense knowledge on Branding , brand management technique that uses the World Wide Web & Social Media Channels as a medium for positioning a brand in the marketplace' and significance of logo ,online branding strategies that companies can use to build their brand identity and reach their target audience .The students of III Year ECE actively participated and the session was highly interactive . The event concluded with the vote of thanks and the event was organized by Mrs. M.Janani, Assistant Professor, ECE department under the guidance of HOD/ECE, Dr.U. Jayalatsumi. The department of ECE wholeheartedly thanks our Honourable President for his continuous motivation and guidance rendered for the event.



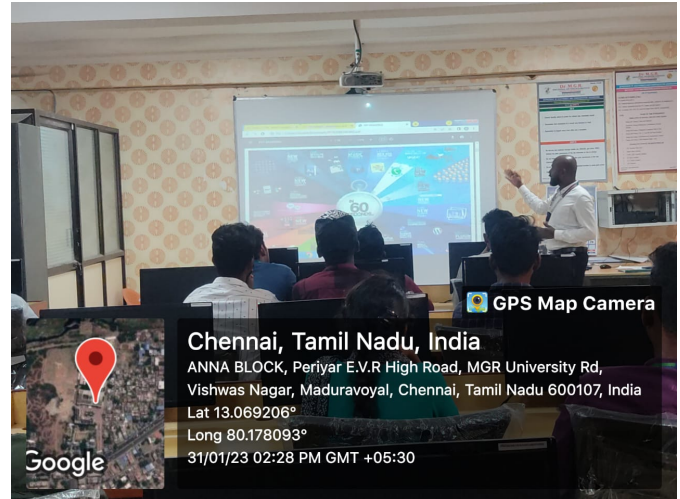
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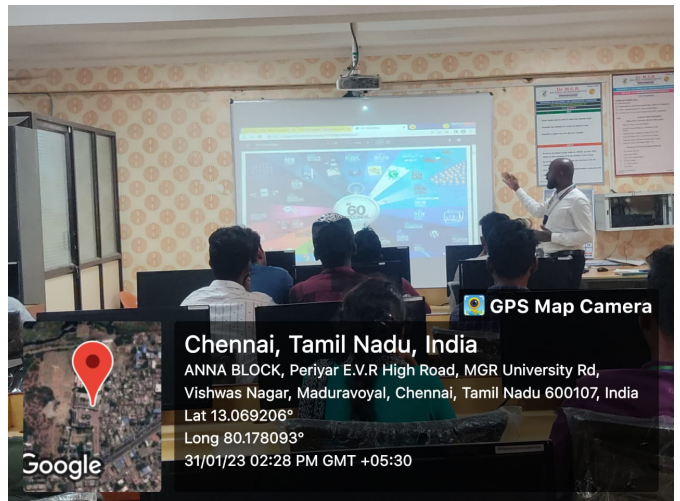
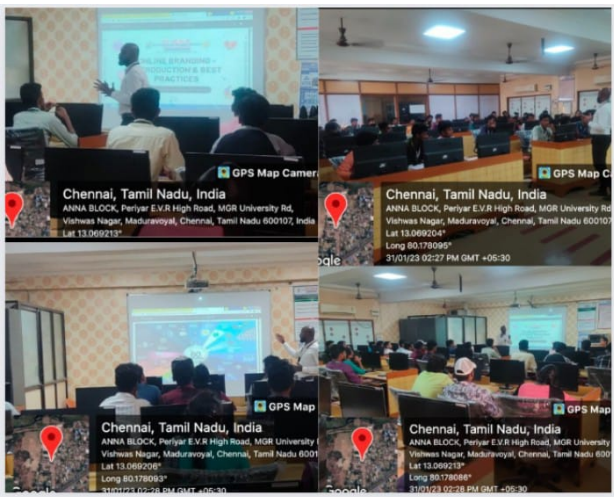
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EVENT OUTCOME

The benefits of this event is to understand most powerful tools for increasing brand awareness, as they offer unlimited opportunities for creating touchpoints between attendees and the brand.

PHOTOS





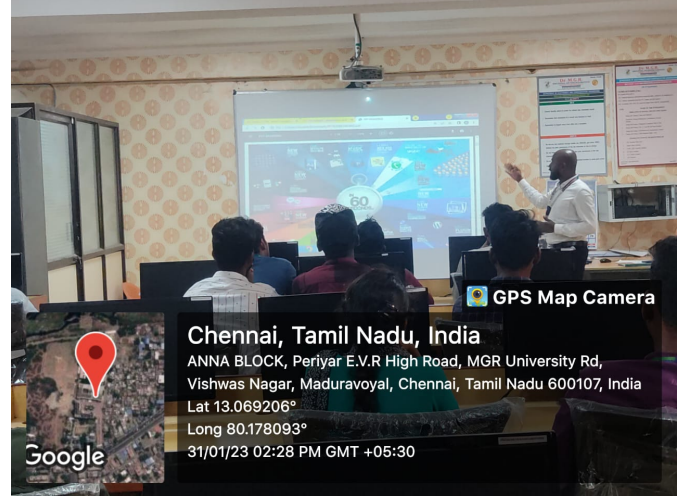
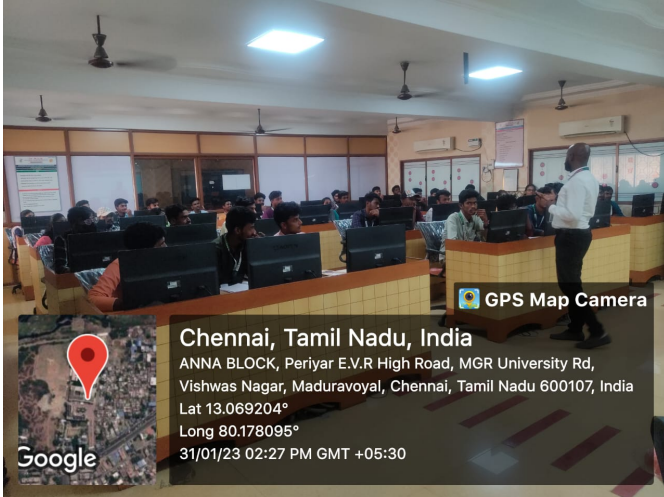
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Mrs. Jananai