



News Letter

COMBEATZ

DISCOVERING THE NEW ERA IN COMMERCE

DEPARTMENT OF COMMERCE, PA AND IT

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FOR PRIVATE CIRCULATION ONLY



KAAMADHENU ARTS AND SCIENCE COLLEGE

Accredited with 'A' Grade by NAAC
Recognized by UGC under 2(f) and 12(B)
Affiliated to Bharathiar University - Coimbatore

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The Impact of Digital Marketing on Brand Awareness

Introduction:

In the rapidly evolving landscape of the 21st century, businesses are navigating an increasingly digital-centric environment. The proliferation of online platforms, social media, and technology has transformed traditional marketing strategies. As a result, brands are compelled to re-evaluate their approaches to connect with consumers in a digitally-driven world. Understanding the profound impact of digital marketing on brand awareness is critical for businesses aiming to thrive in this dynamic ecosystem.

Key concept and Theories: Several key concepts and theories underpin the study of digital marketing and its influence on brand awareness. The "customer journey" model elucidates the various touch points a consumer encounters from initial awareness to final conversion. "Integrated marketing communications" stresses the importance of a cohesive brand message across multiple channels. The "two-way communication model" reflects the interactive nature of digital marketing, where brands engage in ongoing conversations with their audience. By exploring these key concepts and theories, this literature review seeks to provide a comprehensive framework for understanding the intricate relationship between digital marketing strategies and brand awareness.

Social Media Impact:

Quantifying the impact of engagement metrics on social media platforms (likes, shares, comments) as indicators of brand awareness.

Analysing patterns of user interaction and the correlation with increased brand visibility.

Viral Marketing and User-Generated Content:

Investigating the role of viral marketing in rapidly amplifying brand awareness.

Assessing the impact of user-generated content in fostering organic brand promotion.

Transparency In Advertising:

Analyzing the importance of transparent advertising practices in gaining consumer trust.

Investigating instances of deceptive advertising and their impact on brand reputation.

Targeting Vulnerable Audiences:

Assessing the ethics of targeting vulnerable or susceptible demographics.

Exploring the impact of such practices on public perception and brand image.

Conclusion:

Summarizing the impact of various digital marketing strategies, including social media, SEO, content marketing, online advertising, and email marketing, on brand awareness. Highlighting the multifaceted ways in which these strategies contribute to brand visibility in the digital landscape. Summarizing the identified challenges and ethical considerations associated with digital marketing practices. Discussing the potential impact of privacy concerns, information overload, ethical advertising practices, and misinformation on brand awareness. Emphasizing the study's contribution to advancing knowledge in the dynamic field of digital marketing.



R.GAYATHRIDEVI
III BCom IT

DEPARTMENT ACTIVITIES

**Talent Exhibition Activity (TEA) - 08**

In an effort to highlight the Mono acting talents of our department students, the final year BCom IT students successfully organised a vibrant and engaging programme on 20.12.2024.

Career Development Programme

Commerce Association organized Career Development Programme on Competitive Examination for Commerce Aspirants on 27.12.2024

**Talent Exhibition Activity (TEA) - 09**

To exhibit various skills of our students, II BCom IT and II BCom PA organized a Variety Entertainment event on 27.12.2024.

DEPARTMENT ACTIVITIES

Student Achievement

K. Manosri of I BCom PA was awarded the Best N-List Library User for the month of December 2024.

**Talent Exhibition Activity (TEA) - 10**

To showcase the memory skills of our students, a memory challenge was organized by I BCom PA and I BCom IT students on 03.01.2025.

Talent Exhibition Activity (TEA) - 11

To exhibit various skills of our students, III BCom IT organized a Variety Entertainment event on 24.01.2025.



DEPARTMENT ACTIVITIES

**Talent Exhibition Activity (TEA) - 12**

To showcase various skills of our students, II BCom PA and II BCom IT organized a skill development event on 31.01.2025.

Commerce Association

Commerce Association organised International Conference on Digital Transformation in Commerce and Management the Role of AI and Emerging Technologies on 14.02.2025 with **Dr.S.Senthilkumar**, Head and Associate professor, Department of Management Skyline University, Nigeria and **Dr.K.Muthukumar**, Director, SNMV Institute of Management, Coimbatore as chief guest. A total of 612 participants from within and outside the campus took part and benefited from the insightful session.

**Student Achievement**

L. Sriharipriya of II BCom PA was awarded the Best KASC Library User for the month of March 2025.

EXTRA CURRICULAR PURSUITS

Pencil Sketching

K. Aarthi of I BCom IT participated in the Pencil Sketching for the competition held as part of SPARX 2025, the intra college cultural fest on 11.03.2025.



Facial Painting

Unleashing his artistic skills, S.Nandhiswaran of III BCom IT participated in Facial Painting competition organized during SPARX 2025, with the strong support from his model K.Kishorekumar of III BCom IT who added great value to the performance on 12.03.2025.

Solo Singing

A.Sushmitha of III BCom IT participated in Solo Singing event at SPARX 2025, intra college cultural fest on 13.03.2025.



SPARX 2025 Achievement



The Girls and Boys teams from Commerce PA and IT secured 3rd Prize in Group Dance at SPARX 2025 and also bagged the 2nd Prize in Short Film Making

Academic Achievement



R.LOGANATHAN, III BCom IT was honored with the Best Outgoing Student Award at Nyra 2025, 24th College Day Celebrations recognizing his outstanding contributions throughout his time at the college.



S.Sri Varshini I BCom PA, A.Aarthi I BCom IT, S.Keerthana II BCom PA, A.S.Varshini II BCom IT and R.Loganathan III BCom IT received the Proficiency Award in Nyra 2025, for their academic performance.

Faculty 100% Result



Dr.M.Prakash, Associate Professor



Ms.S.Sangeetha, Assistant Professor



Ms.P.Ponmila, Assistant Professor



Ms.S.Abarna, Assistant Professor



Mr.P.Tamil, Assistant Professor

DEPARTMENT ACTIVITIES

Sports Day Participation



Commerce PA and IT department students participated in the Sports Day event
Band and performed Aerobic Exercise



Students of Commerce PA and IT, participated in the March Past in
Sports Day Ceremony

MAY 2025

DEPARTMENT ACTIVITIES



COMBEATZ



“Every Farewell is a sunset that always awaits the sunrise”
II BCom PA & IT and I BCom PA & IT organised Farewell Party to III
BCom IT Students

