



Children's Education Society (Regd.)

The Oxford College of Science, Arts, Commerce & Management

Accredited by NAAC with A' GRADE in cycle III

Recognized by the Govt. of Karnataka, Permanently affiliated to Bangalore University
& Approved by AICTE, New Delhi, Recognized by UGC under section 2(f) & 12 (B)

Supported by DST GoI under FIST program, Supported by DBT GoI under DBT-STAR College

The Training & Placement Cell

Sl.No.	DETAILS OF THE EVENT	
1.	Title of The Event	Career Guidance Program "A Digital Marketing Masterclass"
2	Day and Date	Thursday and 23/04/2026
3	Venue	Auditorium
4	Organizing Secretary/ Co-Coordinator	Dr. Sangita Roy/ Dr. Imranul Haque
5	Resource Person	Ms. Sumathi, Linkedin Marketing strategist, Digital Academy 360
6	Participants	Final Year UG BBA, BCOM Students
7	No of Staff Present	105 students + 2 Faculties



During the Session

During the Session

The Placement Cell of TOCSACM organized a session on "Career in Digital Marketing" on April 23rd, 2026, with Ms. Sumathi as the resource person. The session covered various aspects of digital marketing, including its growing demand, career opportunities, and required skills. Ms. Sumathi highlighted roles like SEO Specialist, Social Media Manager, Content Marketing Strategist, and Digital Marketing Manager, with salaries ranging from ₹3 LPA to ₹18 LPA. She emphasized the



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importance of practical experience, certifications, and staying updated with industry trends. The session provided valuable insights for students looking to pursue a career in digital marketing.

Coordinators

Dean HR & Placement

Vice Principal

Principal