



## Mercy College, Palakkad

### PG Department of Commerce

#### **Report on 'TECHPULSE' - Orientation on Career Opportunities of Digital Marketing**

The PG Department of Commerce at Mercy College, Palakkad, organized a career-oriented seminar titled “**Techpulse - A Career in Digital Marketing**” in collaboration with OneTeam Digital Solutions on **18th July 2025**, from **10:00 AM to 12:00 PM**, as part of the **IQAC Employability Skill Enhancement Program**. The Staff Coordinator, Ms. Sruthi P. J., welcomed the gathering. The session was led by **Mr. Vineeth TK**, Senior Consultant in Digital Marketing from **One Team Solutions**, a reputed training and consulting organization. The session aimed to provide insights into the growing field of digital marketing and its relevance to commerce graduates. The session was well-received by the students and faculty members. Students gained a clear understanding of the scope and depth of digital marketing. The seminar on “A Career in Digital Marketing” was a highly impactful and informative session that introduced students to one of the fastest-growing career domains in the digital age. The program concluded with student feedback and a Vote of thanks by Ms. Akshara R, the student Coordinator



Dr. Sr. N.M. Louly

Principal

Ms. Ramya John

Head of the Department

Ms. Sruthi P J

Staff Coordinator

Ms. Akshara R

Student Coordinator