



RAMCO

INSTITUTE OF TECHNOLOGY



MAGAZINE BY DEPARTMENT OF CSBS

VOLUME - 2 ISSUE 2





Department of
**COMPUTER SCIENCE &
BUSINESS SYSTEMS**



VISION & MISSION



VISION 

- To build competent industry ready professionals to largely contribute the society, by imparting the knowledge in the domain of Computer Science and Business Systems.

 **MISSION**

- Furnish/Facilitate the department with world-class computing infrastructure and modern teaching methodologies to produce highly proficient and globally competent Computer Science and Business System professionals
- Motivate the students and faculties in research, innovation and foster them in critical thinking with the moral values in the recent technologies of Computer Science and Business Systems
- Equip the students with latest technologies to become an ethically sound Computer Science and Business Systems Professionals and entrepreneurs.

PROGRAMME SPECIFIC OUTCOME

- Apply the various cutting edge technologies including Artificial Intelligence, Machine Learning/ Deep Learning, Cloud Computing, Cyber Security and IOT to solve the contemporary problems with knowledge of management principles.

- Exhibit the proficiency in Computation Statistics, Software development model and business skills through the various professional societies, continuous learning to provide the solution to real-world business problems.
- Apply appreciable knowledge of management skills cultured through Industry Interactions and Real-time project to practice as an ethical software engineer/ researcher in the domain of Computer Science and Business Systems.

PROGRAMME EDUCATIONAL OUTCOME

- Graduate will have successful career in ITes, Business development, Business Analytics and Intelligence as Technical/Managerial responsibilities.
- Graduate will have the ability to pursue higher studies and research or become an entrepreneur in the contemporary areas of Computer Science and Business Systems.
- Graduate will exhibit socially committed productive leadership with high ethical and professionals making sound engineering and managerial decision.

DEPARTMENT

OF CSBS

RIT TECHNEBIZ



RIT -TECHNEBIZ

"TECHNE" is a Greek word meaning "**skill, craft, or art.**" It is often used to refer to the expertise involved in making something with technical or artistic skill. It is also used to refer to the science of technology and its applications. The Word "BIZ" means **business**

"Data leads the way,
The future is today.
Data-driven decisions,
A new way of vision.

Innovation on the rise,
Technology for all size.
Automation and analytics,
For the modern business.

Cloud computing and 5G,
The speed of progress will astound thee.
Developers, designers, and engineers,
Partners for success, our future peers."



Article

DIGITAL MARKETING



THE POWER AND EVOLUTION OF DIGITAL MARKETING

In the rapidly evolving landscape of business and technology, digital marketing has emerged as a pivotal component of modern strategies aimed at reaching and engaging with consumers. The digital age has transformed traditional marketing methods, offering innovative tools and platforms that allow businesses to connect with their audience in more dynamic and effective ways. This article delves into the core aspects of digital marketing, its evolution, and the strategies that drive success in the digital realm.

UNDERSTANDING DIGITAL MARKETING

Digital marketing encompasses all marketing efforts that use the internet or electronic devices to connect with potential customers. It includes a broad range of activities such as content marketing, social media marketing, search engine optimization (SEO), email marketing, and pay-per-click (PPC) advertising. The primary goal of digital marketing is to promote brands, products, and services to a targeted audience through digital channels.

THE EVOLUTION OF DIGITAL MARKETING

Digital marketing has evolved significantly since its inception. The early days were characterized by basic web advertising and email campaigns. Over time, as technology advanced, so did the complexity and scope of digital marketing strategies. Key milestones in this evolution include:



- *Search Engines and SEO: The rise of search engines like Google in the late 1990s and early 2000s revolutionized digital marketing. Businesses began to realize the importance of optimizing their websites to rank higher in search engine results pages (SERPs). This led to the development of SEO as a critical component of digital marketing.*
- *Social Media Explosion: The advent of social media platforms such as Facebook, Twitter, and Instagram in the mid-2000s provided new avenues for brands to engage with their audience. Social media marketing has since become a cornerstone of digital strategies, offering both organic and paid opportunities to reach users.*
- *Mobile Marketing: With the proliferation of smartphones and tablets, mobile marketing emerged as a crucial strategy. Responsive web design, mobile apps, and SMS marketing became essential to cater to the growing number of mobile users.*
- *Data-Driven Marketing: The ability to collect and analyze vast amounts of data has transformed digital marketing. Marketers now use data analytics to understand consumer behavior, track campaign performance, and make informed decisions.*
- *Artificial Intelligence and Automation: The integration of AI and machine learning into digital marketing has enabled more sophisticated and personalized approaches. Chatbots, predictive analytics, and automated marketing tools help streamline processes and enhance customer experiences.*

TYPES OF DIGITAL MARKETING CHANNELS

Digital marketing channels have evolved since the 1990s and continue to do so. Here are eight of the most common channels in use today.

WEBSITE MARKETING

Companies often use their own website as the centerpiece of their digital marketing activities. The most effective websites represent the brand and its products and services in a clear and memorable way. A website today must be fast-loading, mobile-friendly, and easy to navigate.



PAY-PER-CLICK ADVERTISING

Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their ads to people searching terms related to their products or services.

These campaigns can segment users based on their demographic characteristics (such as age or gender), or their particular interests or location. The most widely used services for PPC are Google Ads and Facebook Ads.

CONTENT MARKETING

The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

EMAIL MARKETING

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists. Then, through email marketing, they try to turn those leads into customers.

SOCIAL MEDIA MARKETING



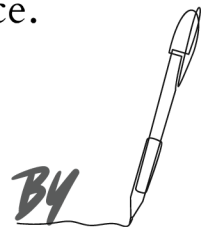
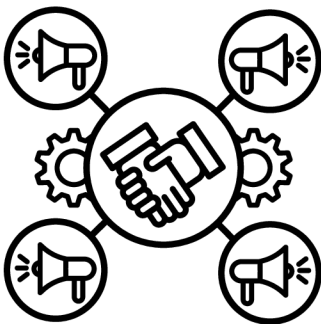
The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

VIDEO MARKETING

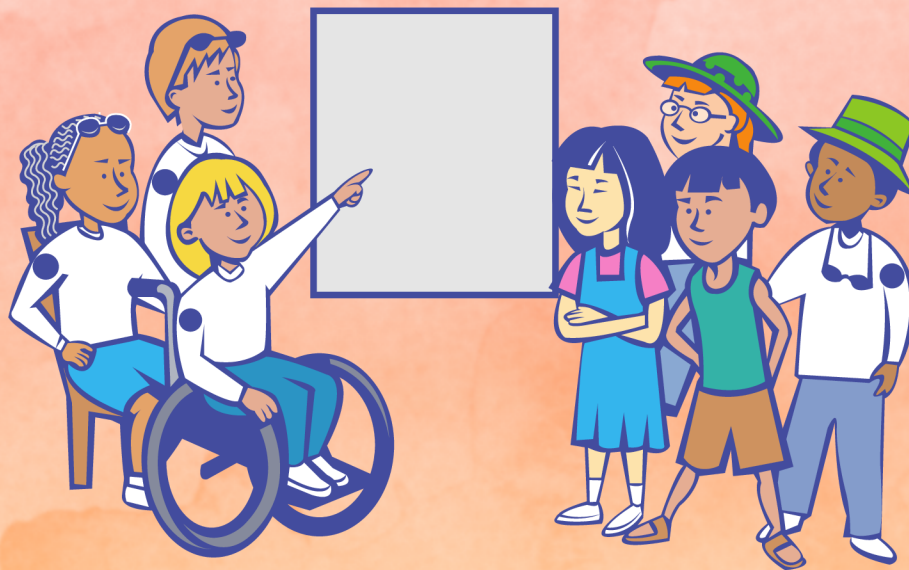
A lot of internet users turn to sites like YouTube before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

CONCLUSION

The conclusion of digital marketing is that it has evolved with the rise of new technologies, offering various digital marketing elements such as social media marketing, email marketing, SEO, direct advertising, and more. Based on your findings, connect the dots and provide clear, concise conclusions about the market, your target audience, or the research question itself. Avoid simply repeating findings; interpret and explain their significance.



Kousalyalakshmi M
II year, CSBS

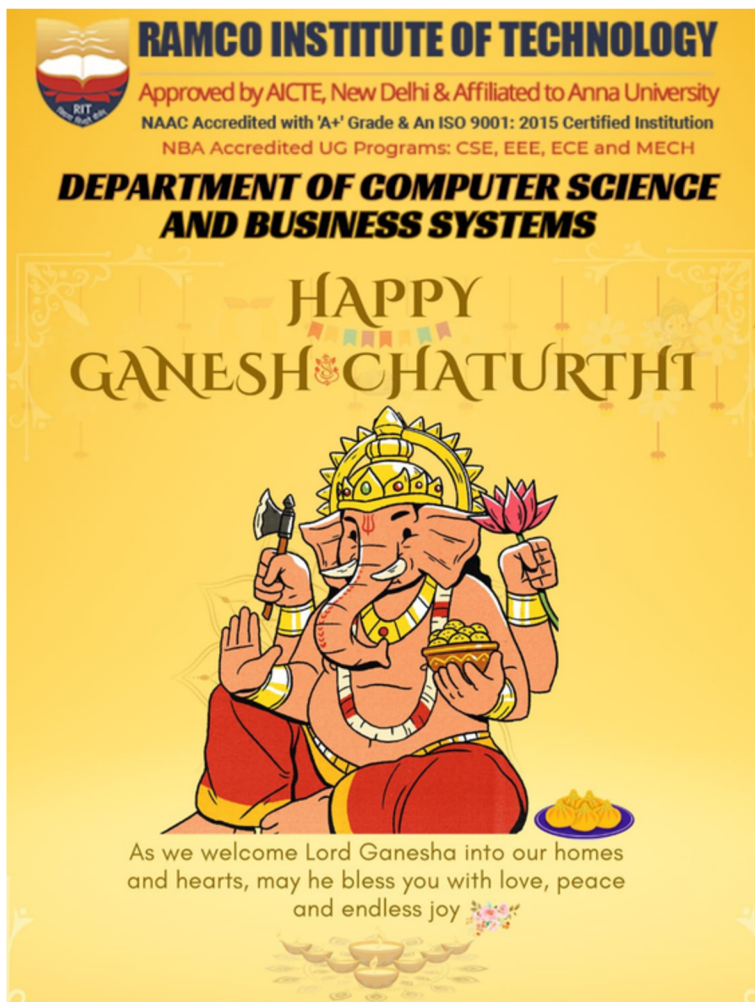


POSTER DESIGNS

FESTIVAL POSTER



By. 
Kavya N



By. 
Sanjay S

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2024-2025
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 தமிழ் புத்தாண்டு
 நல்வாழ்த்துக்கள்**

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 04563 233400, 403, 410, 499

RIT_CSBS RIT_CSBS RIT_CSBS RIT_CSBS

MAY THIS YEAR BE FILLED WITH ABUNDANCE OF JOY AND PROSPERITY.

By, 
 Kamatchi V

By, 
 Sakthivel R

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15TH AUGUST
HAPPY INDEPENDENCE DAY

ritcsbs rit_csbs rit_csbs



PHOTOGRAPHY



BY



Akshaya K.T
III year ,CSBS



BY



Kamatchi V
III year,CSBS



peace ,justice and strong
institutions

ramco institute of technology

sustainability

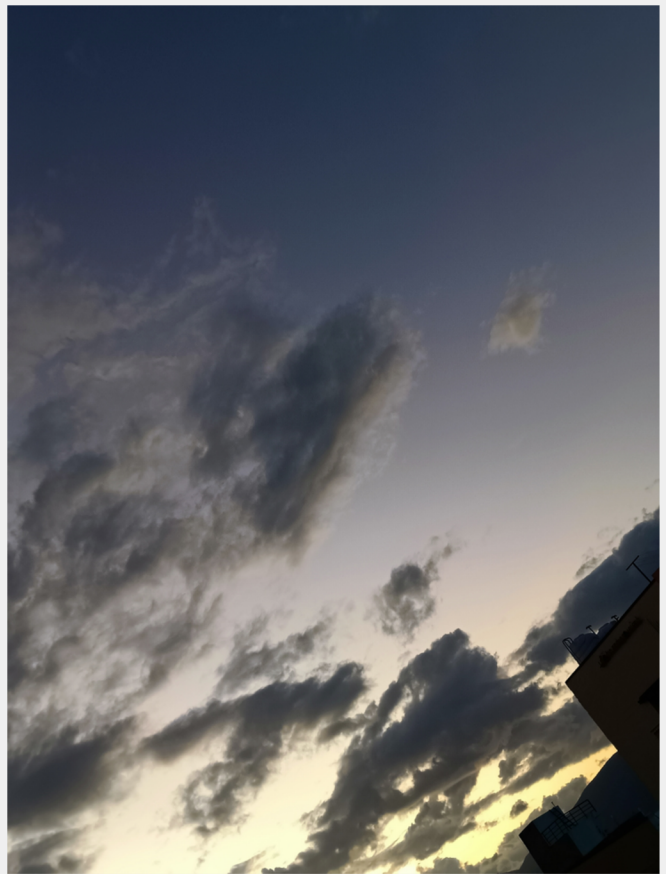
goal 16

by ,
kamatchi V
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Nivetha Kiran A

III year ,CSBS



BY

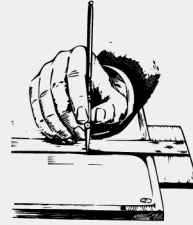


Sushma S

III year ,CSBS



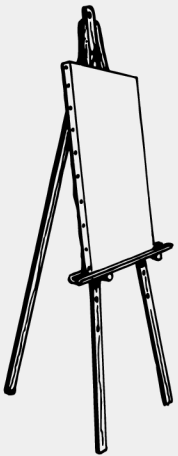
Drawings and Paintings



by...

Shaly S

III year, CSBS



by...

G.Gayathri meena

III year ,CSBS





STUDENTS ACHIEVEMENTS

S.Priyadharsini II CSBS, recognised and awarded as Department Topper by Federal Bank, Rajapalayam .



P.Varshini and M.Manimegalai ,II CSBS has participated in the event of Meme Splash and won Second place in National level Technical Symposium EINSTEINIUM-2K24 organised by Einstein College of Engineering on 6th April 2024.



P.Varshini and M.Manimegalai ,II CSBS has participated in the event of Paper Presentation and won Second place in National level Technical Symposium EINSTENIUM-2K24 organised by Einstein College of Engineering on 6th April 2024.



The team M.Haritha, S.Priyadharshini, M.Rumana Nachiyar, C.Sushma of II CSBS have participated and won third prize in PAPHYRUS PAPER PRESENTATION EVENT Electrosplitzer 2024 by Anna University regional campus on 04.04.2024



RIT TECHNEBIZ organized an insightful lecture titled "Knowledge Sharing Session on 3D Printing" aimed at equipping students with the necessary skills and knowledge in 3D Printing Technology. The event was conducted on 31.05.2024(Friday), featuring Mr . M Saru Nikethan Muthiah II CSBS, Mr S Mohamed Sameer II CSBS, Mr. V Vasudev II CSBS as the resource persons.



The TECHNEBIZ association organised a Technical event named MINDS UNFOLDED-POSTER DESIGNING on 18.11.202 (saturday) on the theme Awareness Created By Mobile Phones. The winner of the event are Rohit S, II CSBS and Dinesh Kumar B of I CSBS .





POEMS

கோபங்கள்
சீற்றங்கள்
மனிதனுக்கு
மட்டும் அல்ல
இயற்கைக்கும்
உண்டு

By... 

Vijay K
III CSBS




By... 

Balaji P
III CSBS

தோல்வியில் இருந்து
எதையும் கற்றுக்
கொள்ளவில்லை
என்றால், அதுதான்
உண்மையான
தோல்வி...!!

பொழியும் மழைத்
துளிகளுக்கு
தெரிவதில்லை
பல உயிர்களின்
தாகத்தை
தீர்க்கத் தான் சென்று
கொண்டு
இருக்கிறோம் என்று..

By... 

Arun A.V

III CSBS



Our Sincere Thanks to....

Dr.M.Gomathy Nayagam (HOD/CSBS)

Ms.M.Preethi Ram(AP/CSBS)

DONE BY.

AGENT : KOUSALYALAKSHMI M

ROLE : DESIGNER & EDITOR

BATCH : III YR CSBS

AGENT : KAMATCHI V

ROLE : EDITOR

BATCH : III YR CSBS

AGENT : KAVYA V

ROLE : EDITOR

BATCH : II YR CSBS