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DEPARTMENT	**:**	INDUSTRIAL BIOTECHNOLOGY
COLLEGE	**:**	GOVERNMENT COLLEGE OF TECHNOLOGY, COIMBATORE
NAANMUDHALVAN COURSE	**:**	DIGITAL MARKETING
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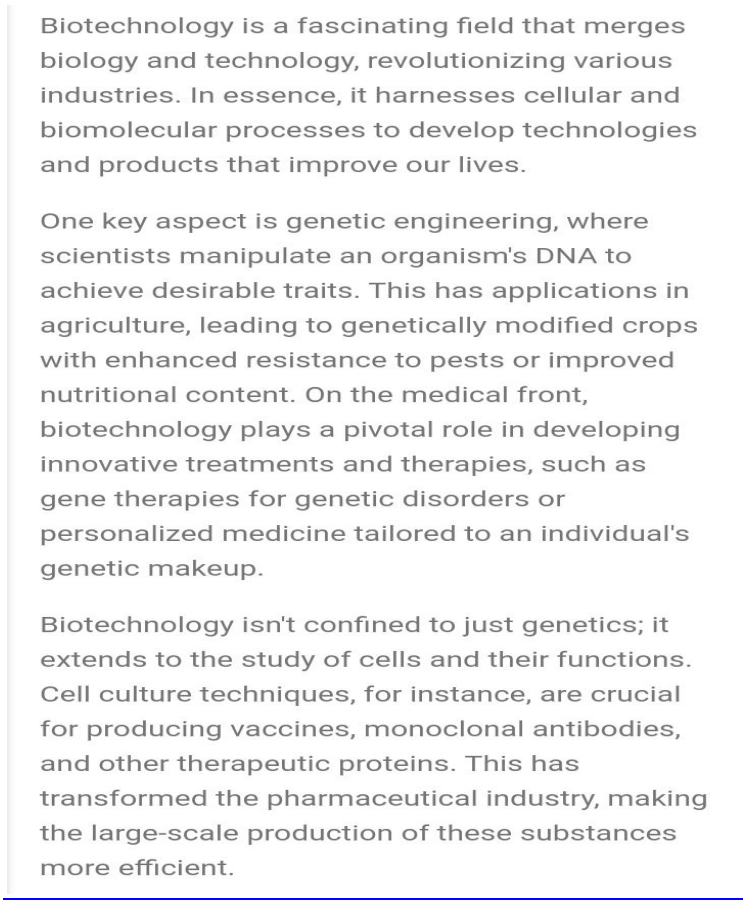
ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress . Customize the theme design and post new article with 500 words.

Blogspot: https://manojkannanbiotech.blogspot.com/2023/09/ai-in-biotechnology-biotech-industry-is.html

Wordpress:http://biologicstechnology.wordpress.com



Biotechnology is a fascinating field that merges biology and technology, revolutionizing various industries. In essence, it harnesses cellular and biomolecular processes to develop technologies and products that improve our lives.

One key aspect is genetic engineering, where scientists manipulate an organism's DNA to achieve desirable traits. This has applications in agriculture, leading to genetically modified crops with enhanced resistance to pests or improved nutritional content. On the medical front, biotechnology plays a pivotal role in developing innovative treatments and therapies, such as gene therapies for genetic disorders or personalized medicine tailored to an individual's genetic makeup.

Biotechnology isn't confined to just genetics; it extends to the study of cells and their functions. Cell culture techniques, for instance, are crucial for producing vaccines, monoclonal antibodies, and other therapeutic proteins. This has transformed the pharmaceutical industry, making the large-scale production of these substances more efficient.

2.Create a new facebook business page and post one social media poster for your brand.

https://business.facebook.com/latest/composer?asset_id=132282033292056&ref=biz_web_po_schedule_post_action&composer_action=sc

3.Create and design a social media advertisement poster using canva.

4.Create email newsletter design using Mailchimp or canva tool.

GENE SEQUENCING

Human whole genome sequencing is a process that determines the complete DNA sequence of an individual's genome. It provides a comprehensive view of an individual's genetic makeup, including all the genes and non-coding regions in their DNA. This technology has been instrumental in advancing our understanding of genetics, personalized medicine, and disease research. It involves reading the order of the four DNA bases (adenine, cytosine, guanine, and thymine) in a person's genome, which consists of over 3 billion base pairs. Whole genome sequencing has become more accessible and affordable in recent years, enabling various applications in healthcare and research.