



# **SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE**

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)  
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &  
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



## **DEPARTMENT OF MANAGEMENT STUDIES**

### **MARKETING CLUB**

### **ANNUAL REPORT**

**(Academic Year:2022-2023)**

**Submitted by**

**Mr.T.Chandramohan**

**Assistant Professor**

**Faculty Coordinator**



## PREFACE

The Marketing Club of the MBA Department is a dynamic, student-driven forum committed to developing practical marketing knowledge and professional competency. It acts as an interface between academics and real business in connecting students to apply marketing concepts in dynamic and competitive business environments. The club provides scope for experiential learning on a wide array of activities: guest lectures by industry experts, workshops, case study discussions, marketing simulations, competitions, live projects, and outreach programs.

The main purpose of the Marketing Club is to instill creativity, planning, leadership qualities, and analytical competencies in management students. Through teamwork, innovation, and ethical judgment, the Marketing Club enables students to learn and understand consumer behavior, marketplace, branding, and digital marketing trends. Moreover, the club facilitates interaction between the industry and academia, enabling management students to cope with dynamic industry requirements and evolving best practices.

This is because, through its activities, the Marketing Club is striving to build confident, socially responsible, and marketable professionals who can function within dynamic business environments and contribute to organizational growth. In this way, it can be said that it plays a crucial role in developing future marketers.



**Staff in-Charge**

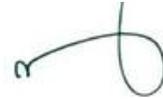
**(Mr. T. Chandramohan)**



**Dean-MS  
(Dr. N. S. N. Cailassame)**



**IQAC Coordinator  
(Dr. Arivalagar A A)**



**Director cum Principal  
(Dr. V. S. K. Venkatachalapathy)**

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## ABOUT THE INSTITUTE

Sri Manakula Vinayaga Educational Trust was founded to provide quality and affordable education to the weaker sections of society. The trust established Sri Manakula Vinayagar Engineering College (SMVEC) in 1999. SMVEC is an autonomous institution affiliated to Pondicherry University. It offers 13 undergraduate, 8 postgraduate and 11 Research programs in engineering. SMVEC has been accredited by NAAC with “A” grade and NBA. The institution is also accredited by TATA consultancy services. The college has a good placement record with students getting job offers from top companies in India and abroad. SMVEC students have won many awards and accolades for their academic achievements. To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

## Vision

To nurture the cornerstone of excellence in engineering education and drive innovation by seamlessly integrating the fundamentals of Science and Humanities

## Mission

**M1: Quality Education:** To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

**M2: Research and Innovation:** To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

**M3: Employability and Entrepreneurship:** To inculcate the employability and entrepreneurial skills through value and skill based training.

**M4: Ethical Values:** To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society

## ABOUT THE DEPARTMENT

The Department of Management Studies (DMS) at SMVEC (An Autonomous Institution), Pondicherry, offers a two-year MBA program approved by the AICTE and affiliated with Pondicherry University. The program is designed to provide both a strong academic foundation and practical business skills. In the first year, students acquire fundamental management concepts and techniques, whereas the second year emphasizes advanced knowledge in the selected specialization fields. Instruction is conducted through interactive methods, including case studies, discussions, projects, and field surveys. Students gain practical experience through internships, Projects, and field assignments. The department arranges seminars, workshops, and training sessions on emerging business trends delivered by distinguished scholars, industry professionals, corporate experts, and successful alumni. The program fosters leadership, critical thinking, and problem-solving skills, thereby ensuring a comprehensive educational experience. With academic and industry connections, SMVEC is recognized as one of the prestigious MBA colleges for nurturing talent.

## Vision

To be the most preferred place for learning management principles and practices and contribute to the growth of the individual, corporate, society and the nation.

## Mission

**M1: Inculcating Skills:** To inculcate managerial and entrepreneurial skills with a zeal to attain excellence in business administration

**Mission 2: Motivating to gain professional competence:** To motivate students gain professional competence through constant knowledge update, empathetic leadership qualities, and fostering strategic relationships with the industry and practitioners

**Mission 3: Cultivating Values:** To cultivate personal integrity, ethical consciousness, care for environment and society among future managers

## **OVERVIEW:**

The Marketing Club serves as a student-led initiative designed to assist MBA students in comprehending and implementing marketing principles beyond academic settings. Its objective is to connect theoretical knowledge with practical application by fostering creativity, collaboration, and strategic thought. Through various activities, including case study discussions, marketing quizzes, brand evaluations, role-playing exercises, guest speaker sessions, and hands-on projects, students acquire valuable insights into market dynamics and consumer behavior. Additionally, the club enhances leadership capabilities by engaging students in the organization and execution of events. In summary, the Marketing Club cultivates analytical skills, communication proficiency, and professional self-assurance, equipping MBA students to tackle real-world marketing challenges within a competitive business landscape.

### **Objectives of the Marketing Club**

- To improve students' comprehension of marketing principles via hands-on and activity-oriented learning.
- To connect theoretical knowledge acquired in the classroom with actual marketing practices in the field.
- To cultivate analytical, strategic thinking, and problem-solving capabilities in MBA students.
- To enhance communication, teamwork, and leadership skills through group activities.
- To equip students to tackle real-world marketing challenges and foster professional confidence for readiness in the industry.

The Marketing Club of the MBA Department is guided by a committed team of office bearers who play a key role in planning and executing the club's activities while promoting creativity and innovation among students. The team generally comprises a Faculty Advisor, Faculty Coordinator, and Student Coordinators, each contributing distinct expertise and responsibilities to ensure the effective functioning and success of the club.

## **Roles and Responsibilities of Marketing Club Members**

### **Faculty Advisor:**

The Faculty Advisor offers comprehensive guidance and vision to the Marketing Club. They mentor students, ensure that club activities align with academic goals, and assist in strategic decision-making. Additionally, the advisor inspires students and facilitates industry engagement when necessary. **Faculty Coordinator:**

The Faculty Coordinator oversees the effective planning and implementation of club activities. They liaise between faculty, students, and the institution, track schedules, and guarantee that events are executed efficiently and professionally.

**Student Coordinators:** Student Coordinators are actively involved in planning, organizing, and executing club activities, including events, competitions, and workshops. They promote student involvement, manage teams, oversee communication, and cultivate leadership, teamwork, and managerial skills through practical experience.

| <b>MARKETING CLUB</b>       |                             |                     |
|-----------------------------|-----------------------------|---------------------|
| <b>S.NO</b>                 | <b>FACULTY COORDINATORS</b> |                     |
| 1                           | Dr.S. Pougajendy            | Faculty Advisor     |
| 2                           | Mr.T. Chandramohan          | Faculty Coordinator |
| <b>STUDENT COORDINATORS</b> |                             |                     |
| <b>S.NO</b>                 | <b>REG NO</b>               | <b>STUDENT</b>      |
| 1                           | 21PMB016                    | ASWATHI.C           |
| 2                           | 21PMB048                    | HARIPREETHA.G       |
| 3                           | 21PMB049                    | HARSHAD.R           |
| 4                           | 21PMB093                    | MUTHUKARUPPAN.S     |

## **LIST OF EVENTS**

| <b>S.NO</b> | <b>TITLE OF THE EVENTS</b>                        |
|-------------|---|
| 1           | DIGITAL MARKETING                                 |
| 2           | CROSS CULTURAL COMMUNICATIONS IN GLOBAL MARKETING |



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## Department of Management Studies

### Circular

### SMVEC/MBA/2022-23

**05-01-2023**

This is to inform you that a guest lecture titled Vertical Learning by Mr. Karthikeyan T, Vice President, Mercy Group of companies, Chennai has been arranged for MBA students on 07-01-23-2025. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 11.00 AM

VENUE: Class room

HOD

(Dr.N.S.N.Cailassame)



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**Name of organizing unit:** Sri Manakula Vinayagar Engineering College

**Venue:** MBA department Class Room

**Date of Event:** 07.01.2023

**Topic:** Guest Lecture on Digital Marketing

**Faculty coordinator:** Mr. t.Chandramohan

**Speaker details:**

| S.No | DATE       | SPEAKER DETAILS   |
|------|------------|---|
| 1.   | 07.01.2023 | Mr. Karthikeyan T, Vice President, Mercy Group of companies, Chennai. |

**Target audience:** Students

| S.No. | No. of Participants attended | No of certificates issued |
|-------|------------------------------|---------------------------|
| 1.    | 50                           | Null                      |

**Brief description:**

Department of Management Studies organized a on Guest lecture on Digital Marketing by, Mr. Karthikeyan, Vice President, Mercy Group of companies, Chennai on 07<sup>th</sup> January 2023 from 12:00 pm to 2:00 pm in college for the students. Mr. Karthikeyan discussed about the importance of Digital Marketing to students and shared knowledge on the same. Mr. Karthikeyan T discussed on various topics of Digital Marketing – its types, opportunities, its uses, its advantages and gave wide view of SEO (Search Engine Optimization) – what are its scope, how one can place themselves in a good role as a professional. He also shared his personal experiences. It helped the students to gain knowledge on the Digital marketing. At the end of the session the students asked questions on the topics which was clearly clarified by Mr.Karthikeyan.T. 50 students participated in the session and gained knowledge.

**Objectives**

1. To introduce students to the evolving digital marketing landscape and key digital platforms.
2. To familiarize students with major digital marketing tools such as SEO, SEM, social media, and content marketing.
3. To provide practical insights into real-time digital marketing campaigns and strategies.
4. To bridge the gap between theoretical concepts and industry practices in digital marketing.
5. To enhance students' awareness of career opportunities in the digital marketing domain.

**Outcomes**

1. Students will understand core digital marketing concepts and contemporary trends.
2. Students will be able to identify and evaluate suitable digital channels for different business objectives.
3. Students will gain practical exposure to campaign planning, execution, and performance metrics.
4. Students will develop analytical thinking related to digital marketing data and consumer behavior.
5. Students will be better prepared for entry-level roles and certifications in digital marketing.



**SRI MANAKULA VINAYAGAR**  
ENGINEERING COLLEGE  
*An Autonomous Institution*

**DEPARTMENT OF MBA**  
2021 - 2023

**GUEST LECTURE**

**ON**  
**DIGITAL**  
**MARKETING**

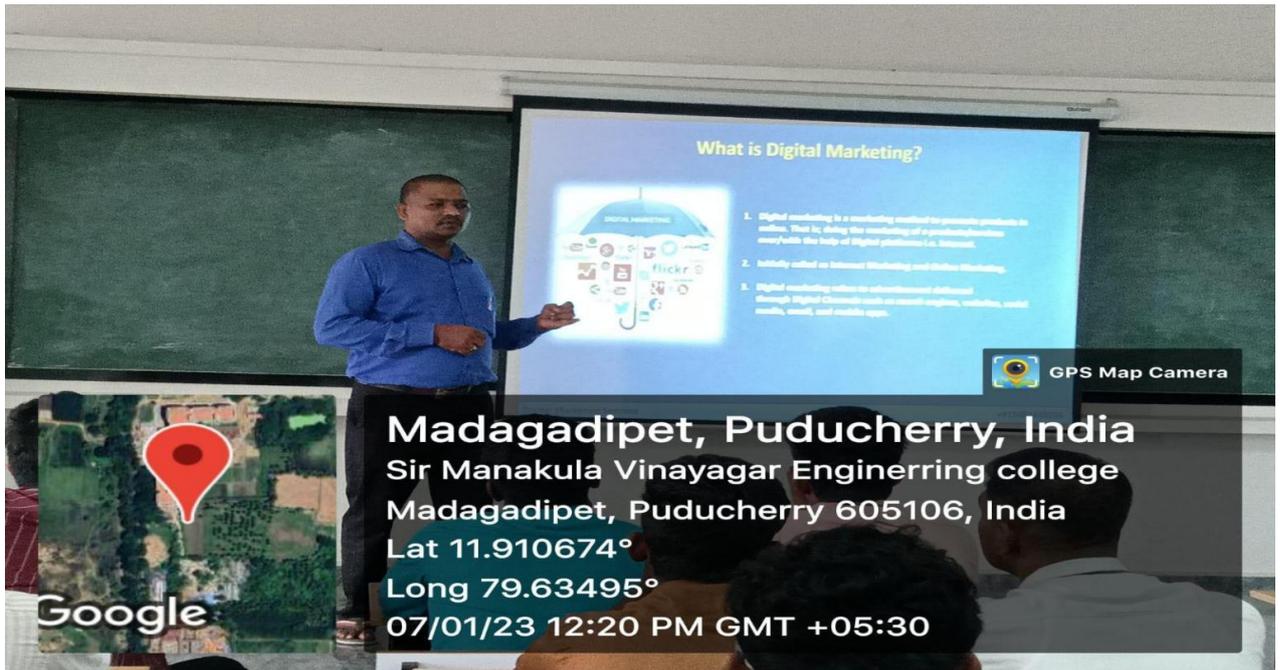
7 JANUARY 2023  
12 : 00 AM - 2 : 00 PM

**WITH**  
**MR. T.**  
**KARTHIKEYAN**

Vice-President  
Mercy Group of Companies  
Chennai.

CONTACT : +91- 9884433296  
E - MAIL. : Karthikeyanse0@yahoo.com





**Mr.Karthikeyan has addressed our MBA students on “Digital Marketing”**



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## Department of Management Studies

### Circular

SMVEC/MBA/2022-23

05-04-2023

This is to inform you that a guest lecture in **Cross Cultural communication in a Global Environment** by Mr.SaiParthiban, Analyst, BNY Melon has been arranged for MBA students on 08-04-2023. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 02.00 PM

VENUE: Seminar Hall

HOD

(Dr.N.S.N.Cailassame)



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**Name of organizing unit: Sri Manakula Vinayagar Engineering College**

**Venue: MBA Department Seminar Hall**

**Date of Event: 08.04.2023**

**Topic: Guest Lecture on "Cross Cultural communication in a Global Environment"**

**Faculty coordinator: Mr. T.Chandramohan**

## Speaker details:

| S. No | DATE       | SPEAKER DETAILS                     |
|-------|------------|-------------------------------------|
| 1.    | 08-04-2023 | Mr.SaiParthiban, Analyst, BNY Melon |

**Target audience:** Students

**Attendance:**

| S. No. | No. of Participants attended | No of certificates issued |
|--------|------------------------------|---------------------------|
| 1.     | 90                           | Nil                       |

## Overview

1. The session provides insights into the influence of culture on global marketing communication.
2. It highlights cultural dimensions affecting consumer behavior and brand perception.
3. The lecture discusses communication challenges in international and multicultural markets.
4. Real-world global marketing examples are used to illustrate cross-cultural issues.
5. The session emphasizes the need for cultural sensitivity in global business practices.

## Objectives

1. To create awareness of cultural differences in global marketing communication.
2. To familiarize students with key cross-cultural communication frameworks.
3. To understand the impact of culture on consumer responses and branding.
4. To identify common cross-cultural barriers in international marketing.
5. To develop cultural sensitivity among future global marketing professionals.

## Outcomes

1. Students will understand the role of culture in global marketing strategies.
2. Students will be able to analyze cross-cultural communication challenges.
3. Students will apply basic cultural models to global marketing situations.
4. Students will demonstrate improved cultural awareness in marketing decisions.
5. Students will be better prepared to operate in diverse global marketing environments.



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## **DEPARTMENT OF MANAGEMENT STUDIES**

The Management, Director cum Principle, Dean and Faculties Cordially invites you for the

### **CROSS CULTURAL COMMUNICATION IN GLOBAL ENVIRONMENT**

Date : 08-04-2023 , Time : 10:00 Am , Venue : Seminar Hall

## **Mr. SAI PARTHIBAN**

**Analyst, BNY Melon**

### **Chief Guest**

### **Dr.V.S.K.Venkatachalapathy**

**Director cum Principal**

**Welcome Address**

### **Dr.N.S.N.Cailassame**

**HOD-MBA**

**Gratitude Note**



**Mr. Sai Parthiban, Analyst, BNY Melon, has addressed our MBA students on  
“Cross Cultural communication in a Global Environment”**