



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry - 605 107



DEPARTMENT OF MANAGEMENT STUDIES

MARKETING CLUB

ANNUAL REPORT

(Academic Year:2023-2024)

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)**

TABLE OF CONTENTS

01	• About Institution
02	• Vision & Mission
03	• About Department
04	• Vision & Mission of the MBA Department
05	• About Club
06	• Activity Details

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.

MARKETING CLUB		
S.NO	FACULTY COORDINATORS	
1	Dr.S. Pougajendy	Faculty Advisor
2	Mr.T. Chandramohan	Faculty Coordinator
STUDENT COORDINATORS		
S.NO	REG NO	STUDENT
1	22PMB016	BHARATH THIRUMAVALAVAN.N
2	22PMB036	GHISLANE JOSEPHINE.A
3	22PMB135	SHRI VIGNESH.B
4	22PMB177	WASIM AKRAM.A

LIST OF EVENTS

S.NO	TITLE OF THE EVENTS
1	YOUTH POWER IN BUILDING SELF RELIANT INDIA
2	THE SCOPE OF DIGITAL MARKETING



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry - 605 107



Department of Management Studies

Circular

SMVEC/MBA/2023-24

26-01-2024

This is to inform you that a guest lecture titled “**Youth Power in Building a Self Reliant India**” by “Shri. P. Chandrasekaran, Convenor of the Self-Reliant India Movement, and Coach Murali, a Hybrid Business Coach from Chennai has been arranged for MBA students on 29-01-2024. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 02.00 PM

VENUE: Auditorium

(Dr.N.S.N.Cailassame)



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry - 605 107



Name of organizing unit: Sri Manakula Vinayagar Engineering College

Venue: Sri Manakula Vinayagar Engineering College

Date of Event: 29.01.2024

Topic: "Youth Power in Building a Self-Reliant India"

Speaker details:

S. No	DATE	SPEAKER DETAILS
1.	29-01-2024	1. Shri. P. Chandrasekaran, Convenor of the Self-Reliant India Movement, and 2. Coach Murali, a Hybrid Business Coach from Chennai

Target audience: Students

Attendance:

S. No.	No. of Participants attended	No of certificates issued
1.	180	Nil

Overview

The guest lecture, "Youth Power in Building a Self-Reliant India," serves as a clarion call to the nation's most vibrant demographic. As India marches toward the vision of *Atmanirbhar Bharat*, this session explores how the energy and ingenuity of those under 35 can be channeled into sustainable national growth. The lecture delves into the multi-dimensional role of youth—not just as future leaders, but as current catalysts in technology, agriculture, and social reform. By aligning individual aspirations with national goals, the event highlights how a self-reliant India is built on the foundation of a skilled, innovative, and socially conscious youth.

Objectives

The primary goals of this guest lecture are:

- **To Inspire Entrepreneurial Thinking:** Encouraging students to move from being job seekers to job creators by leveraging indigenous innovation and "Make in India" initiatives.
- **To Highlight Skill Alignment:** Educating attendees on the importance of acquiring future-ready skills (AI, Data Analytics, Renewable Energy) to meet global standards.
- **To Promote Rural Modernization:** Discussing the role of young innovators in transforming the agrarian economy through smart technology and sustainable practices.
- **To Foster Civic Responsibility:** Motivating youth to participate in governance and social activism to ensure that self-reliance is inclusive and equitable.

Expected Outcomes

Upon the conclusion of the session, participants will be able to:

- **Identify Opportunities:** Gain a clear understanding of government platforms like *Startup India* and *Skill India* that support youth-led ventures.
- **Adopt a Digital-First Mindset:** Recognize how to apply digital transformation tools to traditional sectors like manufacturing and governance.
- **Develop Leadership Pathways:** Understand the roadmap for contributing to national policy and local community development.
- **Strengthen National Identity:** Emerge with a renewed sense of purpose toward building a self-sufficient economy that reduces dependence on external imports.



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry - 605 107



DEPARTMENT OF MANAGEMENT STUDIES

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

YOUTH POWER IN BUILDING A SELF RELIANT INDIA

Date : 29-01-2024 , Time : 02:00 PM, Venue : AUDITORIUM

Shri. P.Chandrasekaran

Convenor, Self-Reliant Movement India

Coach Murali

Hybrid Business Coach

Chief Guests

Dr.V.S.K.Venkatachalapathy

Director cum Principal

Welcome Address

Dr.N.S.N.Cailassame

Dean-DMS

Gratitude Note



Madagadipet, Puducherry, India

Sir Manakula Vinayagar Engineering college Madagadipet, Puducherry 605106,
India

Lat 11.910674°

Long 79.63495°

01/29/24 GMT +05:30

.Shri. P. Chandrasekaran, Convenor of the Self-Reliant India Movement, and

.Coach Murali, a Hybrid Business Coach from Chennai has delivered a guest lecture on

"Youth Power in Building a Self-Reliant India"



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry - 605 107



Department of Management Studies

Circular

SMVEC/MBA/2023-24

10-04-2024

This is to inform you that a guest lecture titled “**The Scope of Digital Marketing**” by Mr.P.Subramaniam, Deputy General Manager, Sales&distribution, Chennai has been arranged for MBA students on 14-05-2024. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 11.00AM

VENUE: Auditorium

Dr.D.Saravanan



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry - 605 107



Name of organizing unit: Sri Manakula Vinayagar Engineering College

Venue: Sri Manakula Vinayagar Engineering College

Date of Event: 14.05.2024

Topic: "The Scope of Digital Marketing"

Speaker details:

S. No	DATE	SPEAKER DETAILS
1.	14-05-2024	Mr.P.Subramaniam, Deputy General Manager, Sales&distribution, Chennai

Target audience: Students

Attendance:

S. No.	No. of Participants attended	No of certificates issued
1.	79	Nil

1. Overview

The digital landscape has transformed from a supplementary marketing channel into the backbone of modern business strategy. This lecture, "**The Scope of Digital Marketing**," is designed specifically for MBA students to bridge the gap between traditional management principles and the evolving digital ecosystem.

The session will explore how digital platforms facilitate customer acquisition, retention, and brand positioning. We will move beyond tactical execution to discuss the **strategic integration** of MarTech (Marketing Technology), Big Data, and Consumer Psychology in a globalized market.

2. Objectives

- **Analyze the Digital Shift:** Understand the transition from traditional "Push" marketing to digital "Pull" marketing and its impact on the modern sales funnel.
- **Evaluate Multi-Channel Strategies:** Learn how to synchronize SEO, SEM, Content Marketing, and Social Media to create a cohesive brand narrative.
- **Interpret Data for Strategy:** Gain insights into using web analytics and CRM tools to drive data-backed marketing investments.
- **Future-Proof Marketing Skills:** Identify emerging trends such as AI-driven personalization, Voice Search, and the "Cookieless" future that will impact business ROI.

3. Learning Outcomes

- **Explain the shift** from traditional push marketing to digital pull marketing and its impact on the sales funnel.
- **Design integrated digital strategies** using SEO, SEM, content marketing, and social media.
- **Use analytics and CRM insights** to support data-driven marketing decisions.
- **Evaluate digital approaches** for customer acquisition, engagement, and retention.
- **Assess the strategic role of MarTech and AI** in improving marketing effectiveness and ROI.
- **Identify emerging trends** (AI personalization, voice search, cookieless future) to develop future-ready marketing strategies.



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with "A" Grade)
Madagadipet, Puducherry - 605 107



DEPARTMENT OF MANAGEMENT STUDIES

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

THE SCOPE OF DIGITAL MARKETING

Date : 14-05-2024 , Time : 11:00 AM, Venue : AUDITORIUM

Mr. P.Subramanian

Deputy General Manager, Sales & Distribution
The hindu Group

Chief Guest

Dr.V.S.K.Venkatachalapathy

Director cum Principal
Welcome Address

Dr.N.S.N.Cailassame

Dean-DMS
Gratitude Note



Mr.P.Subramaniam, Deputy General Manager, Sales&distribution, Chennai addressing the MBA students on “The Scope of Digital Marketing”