



**SRI MANAKULA VINAYAGAR**  
**ENGINEERING COLLEGE**

(AN AUTONOMOUS INSTITUTION)

(APPROVED BY AICTE, NEW DELHI AND 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:2025-2026)**

**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.

<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	24PMB047	DENADHAYALAN.V
2	24PMB164	PRAKASH RAM.A
3	24PMB101	KAVIYA.S
4	24PMB257	VARSHA.D

## LIST OF EVENTS

<b>S.NO</b>	<b>TITLE OF THE EVENTS</b>
1	SKILLS FOR FUTURE
2	ESSENTIALS OF BUILDING CUSTOMER LOYALTY AND RETENTION IN MARKETING



**SRI MANAKULA VINAYAGAR  
ENGINEERING COLLEGE**

(AN AUTONOMOUS INSTITUTION)

(APPROVED BY AICTE, NEW DELHI AND 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/2025-26**

**18-11-2025**

This is to inform you that a guest lecture titled "Skills for Future" by Ms.R.Rupika & Ms.S.YuvaRani, HR Executive, TCS, Chennai has been arranged for MBA students on 20-11-25-2025. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 11.00 AM

VENUE: Class room

HOD

(Dr.N.S.N.Cailassame)



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

**Venue: MBA department Class Room**

**Date of Event: 20.11.2025**

**Topic: Guest Lecture on Skills for Future**

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

**Speaker details:**

S.No	DATE	SPEAKER DETAILS
1.	20.11.2025	Miss Rupika. R, Yuvarani. S, HR Executive ,TCS Chennai.

**Target audience: Students**

S.No.	No. of Participants attended	No of certificates issued
1.	55	Null

### **Brief Description**

This guest lecture focuses on the essential skills required for students to succeed in the rapidly evolving workplace shaped by digital transformation, automation, and global competition. The session provides insights from industry HR professionals on emerging skill demands, employability expectations, workplace readiness, and strategies for continuous learning and career growth.

### **Objectives**

- To create awareness about future workplace trends and skill requirements
- To bridge the gap between academic learning and industry expectations
- To highlight the importance of technical, digital, and soft skills for employability
- To guide students on career planning, professional development, and lifelong learning
- To prepare students for recruitment processes and corporate work culture

### **Outcomes**

- Identify key future-ready skills demanded by employers
- Understand the role of communication, teamwork, and adaptability in career success
- Recognize the importance of digital literacy and continuous upskilling
- Demonstrate awareness of corporate expectations and professional behavior
- Plan personal strategies to enhance employability and career readiness



SRI MANAKULA VINAYAGAR  
ENGINEERING COLLEGE  
(AN AUTONOMOUS INSTITUTION)  
Madagadipet, Puducherry



DEPARTMENT OF MANAGEMENT STUDIES (MBA)

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

**SKILLS FOR FUTURE**

Date : 20-11-2025, Time : 10:00 am , Venue : Classroom

**Ms. R.Rupika & Ms.S.Yuvarani**

HR Executive, TCS, Chennai  
Chief Guest address

**Shri.M.DHANASEKARAN**

Chairman and Managing Director , SMVEC Trust  
Chancellor , Takshashila University , Tindivanam Tamilnadu

Presidential Address

**Dr. K. NARAYANASAMY**

Secretary, SMVE Trust

**Shri. D. RAJARAJAN**

Treasurer, SMVE Trust

**Dr. V. S. K. VENKATACHALAPATHY**

Director cum Principal, SMVEC  
Welcomes

**Dr.N.S.N.CAILASSAME**

Dean MBA  
Gratitude Note



**Ms.R.Rupika and Ms.S.Yuvarani has delivered the Lecture titled  
“Skills for Future” to our MBA students**



**SRI MANAKULA VINAYAGAR**  
**ENGINEERING COLLEGE**  
(AN AUTONOMOUS INSTITUTION)  
(APPROVED BY AICTE, NEW DELHI AND 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/2025-26**

**12-02-2026**

This is to inform you that a guest lecture in **Essentials of Building Customer Loyalty And Retention In Marketing** by Mr.Balachandar, Sr.marketing Executive, Khajaria Tiles has been arranged for MBA students on 08-04-2023. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 12.00 PM

VENUE: Classroom

HOD

(Dr.N.S.N.Cailassame)



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

**Venue: MBA Department Seminar Hall**

**Date of Event: 13.02.2026**

**Topic: Guest Lecture on “Essentials of Building Customer Loyalty And Retention In Marketing”**

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

**Speaker details:**

S. No	DATE	SPEAKER DETAILS
1.	08-04-2023	Mr.Balachandar, Sr.Marleting Executive, Khajharia Tiles, Puducherry

**Target audience: Students**

**Attendance:**

S. No.	No. of Participants attended	No of certificates issued
1.	60	Nil

**Brief Description**

This guest lecture focuses on the strategic importance of customer loyalty and retention in today’s highly competitive marketing environment. It highlights practical approaches used by industry professionals to acquire, satisfy, and retain customers for long-term business success. Drawing from real-world experience in the building materials industry, the session explores relationship marketing, customer engagement, service quality, brand trust, and the use of feedback to strengthen customer bonds and lifetime value.

**Objectives**

1. To understand the concept and significance of customer loyalty and retention in marketing.
2. To identify key factors influencing repeat purchase behavior and long-term customer relationships.
3. To explore practical tools and strategies for enhancing customer satisfaction and trust.
4. To examine the role of service quality, communication, and value delivery in retention.
5. To bridge theoretical marketing concepts with real-world industry practices.

**Learning Outcomes**

After attending the lecture, participants will be able to:

1. Explain the importance of customer loyalty for sustainable business growth.
2. Distinguish between customer acquisition and retention strategies.
3. Apply practical methods to improve customer satisfaction and repeat patronage.
4. Analyze how relationship marketing contributes to brand success.
5. Develop basic retention strategies suitable for different business contexts.



**SRI MANAKULA VINAYAGAR**  
ENGINEERING COLLEGE  
(AN AUTONOMOUS INSTITUTION)  
Madagadipet, Puducherry



## DEPARTMENT OF MANAGEMENT STUDIES (MBA)

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

### Essential for building Customer Loyalty and Retention in Marketing

Date : 13-02-2026, Time : 12:00 am , Venue : Classroom

#### **Mr. BALACHANDAR**

Sr. Marketing Executive  
Khajharia Tiles, Puducherry  
Chief Guest address

#### **Shri.M.DHANASEKARAN**

Chairman and Managing Director , SMVEC Trust  
Chancellor , Takshashila University , Tindivanam Tamilnadu  
Presidential Address

**Dr. K. NARAYANASAMY**  
Secretary, SMVE Trust

**Shri. D. RAJARAJAN**  
Treasurer, SMVE Trust

#### **Dr. V. S. K. VENKATACHALAPATHY**

Director cum Principal, SMVEC  
Welcomes

**Dr.N.S.N.CAILASSAME**

Dean MBA  
Gratitude Note



**Mr. Balachandar, Sr. Marketing Executive has addressed our MBA Students on  
“Essentials of Building Customer Loyalty And Retention In Marketing”**