



Mannar Thirumalai Naicker College, Madurai
(Autonomous)

SELF FINANCING WING

Department

Of

Business Administration & Commerce
Jointly Organized

Guest Lecture on
"Innovative Approaches in
Advertising and Sales promotion in India"
By

Mr.G. Sivaraja, B.E., M.B.A.,
Asst.Professor

Vijay Institute of Management
Dindigul

Venue:

RTN.Major.Donor Sundarajan Hall.



Date: 09-01-2019

Time: 11:30



MANNAR THIRUMALAI NAICKER COLLEGE

(Autonomous)

(Re- accredited with “A” Grade by NAAC)

A Linguistic Minority Co-Educational Institution

Pasumalai, Madurai-4

DEPARTMENT OF COMMERCE (SFW)

REPORT

Guest Lecture on 19.01.2019

The Department of Commerce has arranged a guest lecture on **"Innovative in Advertising and Sales Promotion"** on 19th January **2019** at **“RTN.MAJOR.DONOR Sundarajan Hall”**. Second year and Third Year B-com Students participated in this lecture

The session headed by guest speaker **Mr.Sivaraja Asst Prof, Vijay institute of management**. The session Began at 12pm with welcome address by **Ms. S.J.P.Priyadharshini- III B.Com ‘B’ Section**.

The Student was understand to developed their Knowledge about Advertising and sales promotion.