

PSN ENGINEERING COLLEGE
Melathidiyoor, Palayamkottai Taluk, Tirunelveli- 627152.
An ISO 9001:2015 certified institution
(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)

Lr.No: PSNEC/2018-2019/ECE/GL/PL-07

Date: 01.02.2019

PERMISSION LETTER

Respected Sir,

Dept of ECE proposed to conduct a “Marketing Techniques- Guest Lecture” on 07th February 2019 in Seminar Hall, PSNEC. The program would be conducted from 10.00 am to 01.00 pm in PSNEC.

Kindly grant your valuable permission to conduct the above program on the above said date and time.

Thanking you,


1/2/19

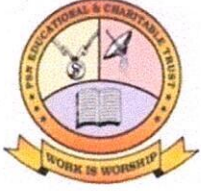
HOD/ECE

Head Of The Department
Electronics & Commn. Department,
PSN ENGINEERING COLLEGE
Melathediyoer - 627 152


PRINCIPAL

Dr. M.S. RAVIKUMAR
Principal

PSN ENGINEERING COLLEGE
Melathediyoer, Palayamkottai
Tirunelveli - 627 152



PSN ENGINEERING COLLEGE
Melathidiyoor, Palayamkottai Taluk, Tirunelveli- 627152.
An ISO 9001:2015 certified institution
(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)

Ref: PSNEC/2018-2019/ECE/GL/CR-07

Date: 01.02.2019

CIRCULAR

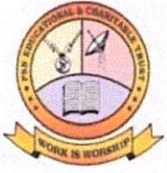
This is to inform that Dept of ECE is conducts a program on “**Marketing Techniques- Guest Lecture**” on 07th February 2019 in PSNEC Seminar Hall.

All the ECE Dept students and Staff members are requested to make their active participation on the program without fail.

CC TO

1. Director
2. Director (IQAC)
3. All Department HOD's
4. Physical Director
5. Librarian
6. Warden

PRINCIPAL
Dr. M.S. RAVIKUMAR
Principal
PSN ENGINEERING COLLEGE
Melathediyoor, Palayamkottai



PSN ENGINEERING COLLEGE
Melathidiyoor, Palayamkottai Taluk, Tirunelveli- 627152.

An ISO 9001:2015 certified institution

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)



Report on Guest Lecture Program of Marketing Techniques

Name of the Course/Program	"Marketing Techniques"
Conducted on	07, February, 2019
Duration	3 Hours
Venue	PSNEC Seminar Hall
Number of Participants	60 Students
Dept/Year/Semester	All ECE Dept Students
Guest Speakers	Mr. Josephsagaya Arnold, B.E.MBA., Managing Director, Brity See Foods, Tirunelveli.
Objective of the Course/Program	The main objective of the guest lecture was concept of marketing techniques. The purpose of a marketing plan is to have a defined path to go to obtain new customers, strengthen relationships with current customers and clients, increase sales, improve retention and increase brand awareness.

Program Summary

The Guest Lecture Program on "**Marketing Techniques**" was conducted in ECE Dept students. The guest lecture was conducted on **07th, February, 2019** from **10.00 am to 01.00 pm**.

The program was inaugurated by welcoming the gathering by **Mr.P.Babu (HOD/ECE)**, the chief guest was honored by **Dr.M.S.Ravikumar (Principal)**, and the program was felicitated by **Dr.N.Prabhu**.



PSN ENGINEERING COLLEGE

Melathidiyoor, Palayamkottai Taluk, Tirunelveli- 627152.

An ISO 9001:2015 certified institution

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)



The Guest speaker of the day was **Mr. Josephsagaya Arnold**, B.E.MBA., Managing Director, Brity See Foods Tirunelveli. The Guest of honor highlighted the scope and opportunities available for the students and shed light on how to capitalize the open opportunities through skills bestowed on the students. The Program was successfully concluded with the Vote of Thanks By **(Mr.S.Pitchaiah & AP/ECE)**.

What is Modern Marketing Techniques?

This Program was an eye opener to our students as they enhanced the wide range of usage of different marketing techniques. Modern marketing is the ability to harness the full capabilities of the business to provide the best experience for the customer and thereby drive growth. In a recent McKinsey survey, 83 percent of global CEOs said they look to marketing to be a major driver for most or all of a company's growth agenda.

What are the 5 P's of marketing?

The 5 P's of marketing- **Product, Price, Promotion, Place, and People**- are a framework that helps guide marketing strategies and keep marketers focused on the right things.

What are the different marketing strategies?

The students were taught about the different marketing strategy and also understanding the different marketing methods and their use can help you create an effective marketing strategy.

They are,

- ❖ Identify your target customer.
- ❖ Choose the right marketing mix.
- ❖ Evaluate and optimize your strategy.
- ❖ Cold calling and e-mail marketing.
- ❖ Improving your products and services
- ❖ Blogging



PHOTOGRAPHS:



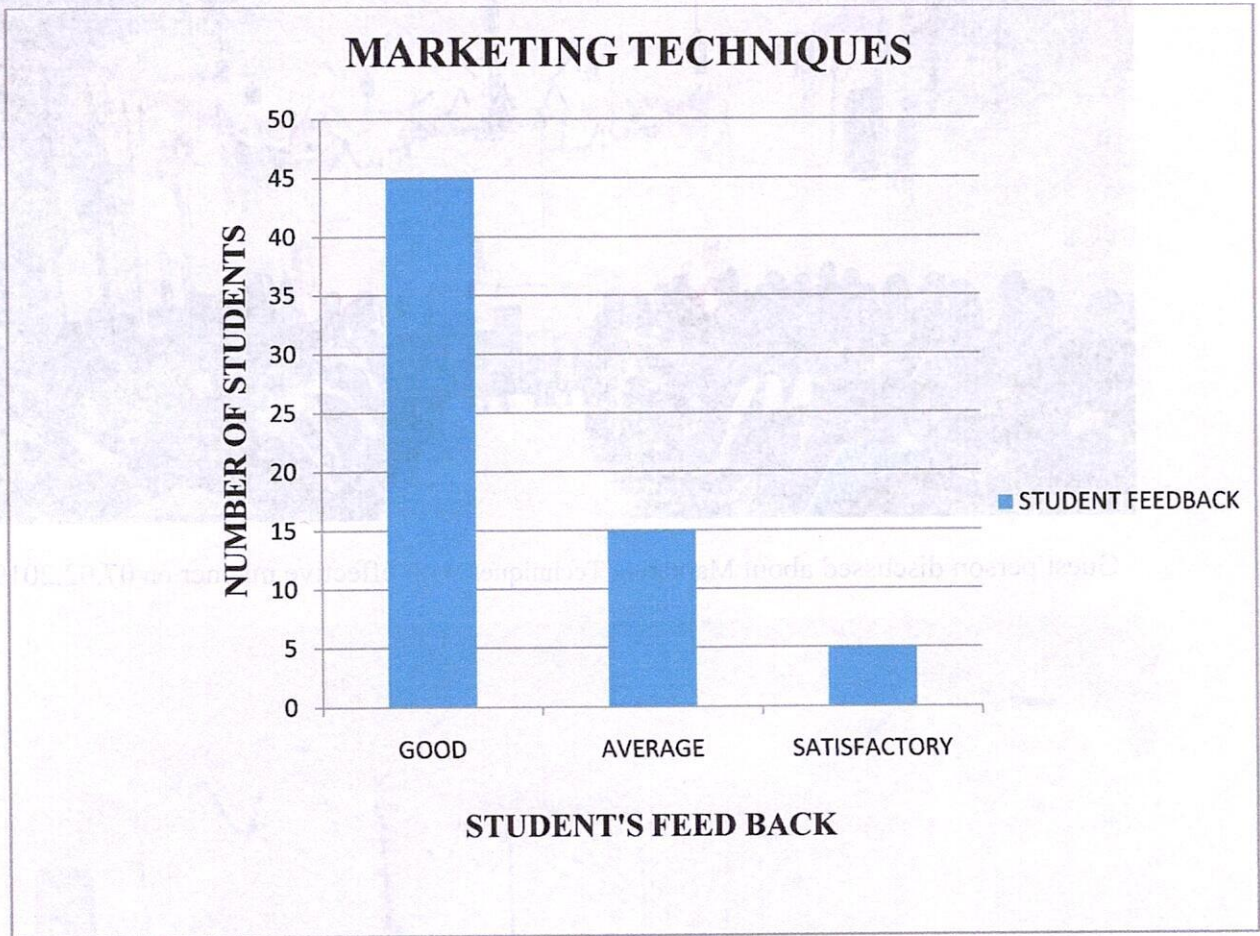
Guest person discussed about Marketing Techniques with effective manner on 07.02.2019



Students were listening the speech about the Marketing Techniques with on 07.02.2019



FEEDBACK ANALYSIS GRAPH:



Description:

- Based on the feedback received from the students, almost all students showed keen interest and positive intent to learning the different marketing techniques and online



PSN ENGINEERING COLLEGE
Melathidiyoor, Palayamkottai Taluk, Tirunelveli- 627152.
An ISO 9001:2015 certified institution
(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)

Description:

- Based on the feedback received from the students, almost all students showed keen interest and positive intent to learning the different marketing techniques and online trades.
- Based on the feedback received from the students, a few students suggested increased more PPT files and PDF files for reference.

Action Taken:

- Based on the feedback received, we have conducted many such technical oriented programs like marketing theories, Six sigma, SWOT analysis once in a week
- Based on the feedback received, we have increase the Guest Lecture and Seminar.

Summary:

1. Guest Lecture conducted on **07th February 2019** to the students of ECE.
2. Totally 60 Students participated in Guest Lecture.
3. The Guest Lecture was held on the topic **Marketing Techniques**
4. Students gained more knowledge about Marketing Techniques and Strategy
5. Guest Lecture- **Mr. Josephsagaya Arnold**, B.E.MBA., Managing Director, Brity See Foods, Tirunelveli.

V.M. *[Signature]*
14/2/2019
In-Charge

[Signature]
14/2/19
Coordinator

[Signature]
14/2/19
Director
IQAC
DIRECTOR
IQAC

[Signature]
Principal
Dr. M.S. RAVIKUMAR
Principal
PSN ENGINEERING COLLEGE
Melathediyoar, Palayamkottai
Tirunelveli - 627 152