



KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Erode - 638107



Department of Management Science (PG)

International Virtual Seminar Emerging Pattern and Innovations in Marketing during Pandemic on 03.02.2021



Department of Management Science (PG) organized a Special Lecture on International Virtual Seminar Emerging Pattern and Innovations in Marketing during Pandemic on 03.02.2021. Technical Session – I, Ms. V. INDHIRA, Data Scientist Cosmetic Researcher and Fragrance Expert Michigan, USA. Topic: Marketing Strategies and Legal Aspects of Consumer Products. Technical Session – II, Dr. A. G. V. NARAYANAN, Director, DJ Academy for Managerial Excellence, Coimbatore. Topic: Brandemic. Technical Session – III Dr. K. CHITRA, Principal, Sri Ramakrishna Arts and Science College

for women, Coimbatore. Topic: Customer (Re) Engagement in the Pandemic Era.

