



KONGU ARTS AND SCIENCE COLLEGE Erode- 638107

Department of Business Administration

National Webinar on “Recent Trends in Marketing”

**KONGU
ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE, TAMIL NADU**

Affiliated to Bharathiar University, Coimbatore
Approved by UGC & AICTE, New Delhi & Re-accredited by NAAC
DBT STAR College Scheme
An ISO 9001 : 2015 Certified Institution
NANJANAPURAM, ERODE - 638107

DEPARTMENT OF BUSINESS ADMINISTRATION
ORGANIZES

**NATIONAL LEVEL WEBINAR
ON**

"RECENT TRENDS IN MARKETING"

RESOURCE PERSON
Dr. V.ABIRAMI
PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
Dr. NGP Arts and Science College, Coimbatore

Registration: <https://forms.gle/tXBr2NYd68HDCMgWA>

Last date of Registration: 24.11.2020 Eligibility: Students of Both UG & PG
Mail us : bbakongu@gmail.com

<http://www.youtube.com/KonguArtsandScienceCollege> <https://us02web.zoom.us/j/9470331507>
Meeting ID: 947 033 1507

A one day National webinar on “Recent Trends in Marketing” was organized by the Department of Business Administration on 25 November 2020. The session was hosted by Dr.V.Abirami, Professor of Management Studies, Dr.N.G.P Arts and Science College, Coimbatore. Mam discussed upon the areas of attitude, belief system, clarity, dream, efforts, focus, SWOT and success. The session was really enriching. Totally 575 students participated in the programme and they were elated and motivated to the core. The programme was concluded with a note of gratitude proposed by Dr.M.Thangam, Assistant Professor, Department of Business Administration.

