





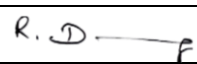

PAAVAI ENGINEERING COLLEGE

(Autonomous)

Marketing Committee Minutes of Meeting

The **Marketing Committee** meeting was conducted on 11.04.2021 for the Academic year 2021-2022 at 3.30 pm through online mode.

Members Present

S.No	Name of the Member	Position	Sign
1	Dr.M.Premkumar, Principal	Chairperson	
2	Prof.M.Mohan	Member Secretary	
3	Dr.B.Kishok Kumar	Member	
4	Dr P Jayakumar	Member	
5	R Dhanachezian	Member	
6	G.Manimekalai	Member	

Points Discussed:

- The Marketing Committee was formed with a mission to strengthen relationships with key stakeholders and develop effective marketing strategies to achieve college goals.
- Responsibilities included advising on marketing, developing plans, collaborating across committees, and focusing on inbound and outbound marketing.
- Initiated targeted marketing campaigns to increase enrollment and student retention, using social media and virtual campus tours.
- Established regular communication with other committees to ensure consistent messaging and branding across all platforms.
- Crafted tailored marketing messages highlighting academic excellence and career opportunities.
- Identified prospective student audiences and engaged them through personalized communication and marketing channels.