




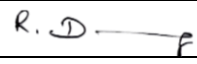

PAAVAI ENGINEERING COLLEGE

(Autonomous)

Marketing Committee Minutes of Meeting

The **Marketing Committee** meeting was conducted on 08.04.2022 for the Academic year 2022-2023 at 10.00 am in Admission Office.

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:

- Reviewed and refined marketing plans, utilizing analytics tools to measure the effectiveness of campaigns.
- Evaluated marketing activities and adjusted strategies based on feedback to maximize engagement.
- Updated institutional marketing policies and enhanced social media strategies to increase visibility.
- Analyzed various advertising channels, reallocating resources to higher-performing options.
- Organized webinars and workshops to engage prospective students and demonstrate college strengths.
- Produced diverse content (blogs, videos, etc.) to highlight campus life, academic programs, and student success.