




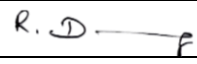

PAAVAI ENGINEERING COLLEGE

(Autonomous)

Marketing Committee Minutes of Meeting

The **Marketing Committee** meeting was conducted on 03.04.2023 for the Academic year 2023-2024 at 11.30 am.

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:

- Featured alumni success stories to build credibility and inspire prospective students.
- Strengthened the college's digital presence by improving SEO and ensuring website responsiveness.
- Launched community engagement initiatives to build relationships and promote local involvement.
- Established partnerships with industries and other educational institutions for collaborative programs.
- Developed a crisis communication plan to maintain transparency and effective communication during emergencies.
- Promoted sustainability efforts and green initiatives to appeal to environmentally-conscious students.