


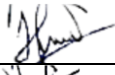


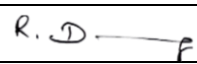

## **PAAVAI ENGINEERING COLLEGE**

**(Autonomous)**

### **Marketing Committee Minutes of Meeting**

The **Marketing Committee** meeting was conducted on 05.04.2024 for the Academic year 2024-2025 at 11.30 am.

#### **Members Present**

<b>S.No</b>	<b>Name of the Member</b>	<b>Position</b>	<b>Sign</b>
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:**

- Conducted a comprehensive review of past marketing strategies and refined approaches for better outcomes.
- Integrated advanced technologies like virtual reality tours and AI-driven tools to enhance the user experience.
- Launched global outreach programs to attract international students, including participation in global education fairs.
- Implemented data analytics tools to track and measure the success of marketing campaigns.
- Strengthened partnerships with international education agencies for a wider global reach.
- Focused on innovative marketing methods to stay ahead of trends in the education sector.