

PAAVAI ENGINEERING COLLEGE

(Autonomous)

Pachal, Namakkal – 637 018

Date: 05.04.2022

CIRCULAR

All members of the Marketing Committee are requested to attend a meeting scheduled on 08.04.2022 at 10.00 AM in the Admission Office to discuss matters related to Marketing for the academic year 2022–2023.



PRINCIPAL

Copy to:

The Director-Admissions

The Director-Admin

Marketing Committee members

Marketing File

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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.

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.

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	