

PAAVAI ENGINEERING COLLEGE

(Autonomous)

Pachal, Namakkal – 637 018

Date: 02.04.2024

CIRCULAR

All members of the Marketing Committee are requested to attend a meeting scheduled on 05.04.2024 at 11.30 AM in the Principal's cabin to discuss matters related to Marketing for the academic year 2024–2025.


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 05.04.2024 for the Academic year 2024-2025 at 11.30 am.

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.

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	