



**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY,
(AUTONOMOUS)
THINDAL, ERODE – 638012**

(Accredited by NAAC with 'A' Grade and NBA, New Delhi.)



ASSOCIATION OF MANAGEMENT STUDIES (MBA) - VELMA

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INVITATION

The Management, Principal, HOD, Staff and Students of Management Studies (MBA) cordially invite you all for the

WEBINAR

of

VELMA activities for the Academic year 2020 - 2021

Dr. AMENA SIBGHATULLAH

Assistant Professor & Head - Marketing,
College of Management Sciences, KIET University,
Karachi, Pakistan.

has kindly consented to be the Chief Guest and

will deliver a special lecture on

***“Digital Marketing: Significance and Trending
Strategies during Covid - 19”***

Thiru S.D.CHANDRASEKAR

Secretary & Correspondent, Vellalar Educational Trust, Erode

will preside over the function.

Venue: Online Platform - Google Meet.

G Meet Link: <https://meet.google.com/xvd-yffz-kqi>

Date : 10-03-2021

Time : 03:10 p.m

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE -12
(AUTONOMOUS)**

ASSOCIATION OF MANAGEMENT STUDIES – VELMA

WEBINAR

“Digital Marketing: Significance and Trending Strategies during Covid - 19”

Date: 10-03-2021

AGENDA

- ❖ Prayer Song
- ❖ Welcome Address
- ❖ Presidential Address
- ❖ Felicitations
- ❖ Chief Guest Introduction
- ❖ Chief Guest Address
- ❖ Discussion Session
- ❖ Vote of Thanks
- ❖ National Anthem