

VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE.

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

**INNOVATIVE PRACTICES**

Name of the Faculty:	DR.D.MUTHUKRISHNAVENI
Class:	18MS03
Subject Code & Name:	18MSE02 & Advertising and Sales Promotion
Total Strength:	53
Name of the Innovative Method:	Crossover Learning

**INNOVATIVE PRACTICES – MARKETING MELA**



Department of Management Studies organised Marketing Mela on 14.03.2020. The Marketing Mela was inaugurated by Principal, Dr.M.Jayaraman, Dean, Professor, P.Jayachandran and Administrative Manager Mr.N.Periyasamy. They discussed the existing marketing practices of MNCs in India after globalisation and motivate the students to make huge profit for their business.



The students of II MBA were selling their product to the Principal of Velalar College of Engineering and Technology by explain the quality of their product and the pricing techniques adopted by them.



The students of Management Studies displayed various products for sale and practiced various marketing strategies to bring profit to their business. End of the day, they have to produce the statement of investment and profit, which motivates them to involve in their activity with enthusiasm.



The students of other departments were purchasing different products available in marketing mela and the learning practice of management students seems to be a festive occasion and this helps them to understand the real challenges which they may face during their start-ups.



In the marketing mela, products of different category were displayed. Each product and the strategy adopted by the students seems to be unique and its really amazing to see their wonderful practice of selling their products by adopting different promotional methods.