



**BON SECOURS ARTS AND SCIENCE COLLEGE FOR WOMEN,
DINDIGUL.**

Department of Commerce

Organises seminar on

**Marketing Management
&
Sales Promotion**

Date: 14th July 2023

Time: 10 to 12pm

Venue: Auditorium

Key Note Address

Ar. JEGAN PALANICHAMY
Executive Director, BNI
Dindigul

Mr. ALAGAPPAN . B.Sc
Proprietor, Tenth Planet
Dindigul

Rev. Sr. Joseph Celine
Secretary
Presides

Rev. Sr. Amali Pushpam
Vice Principal
Felicitates

Rev. Sr. Sirumalar
Principal
Special Address

ALL ARE INVITED



BON SECOURS ARTS AND SCIENCE COLLEGE FOR WOMEN

(Affiliated to Mother Teresa Women's University)

MaduraiRoad, Begambur (P.O),Dindigul-624002

REPORT ON DEPARTMENTAL SEMINAR

“Marketing Management and Sales Promotion”

Marketing Management and Sales Promotion is the key to an organization success. To know the significance and importance of marketing and sales, Department of Commerce organized a seminar on Marketing Management and Sales Promotion on 14th July 2023 in seminar hall.

The programme started at 10 am with prayer song by our department choir followed by Tamilthai Valthu. Rev. Sr. Joseph Celine, Secretary, Rev. Sr. Sirumalar, Principal and Rev. Sr. Amali Pushpam, Vice Principal gave their valuable presence.

Next, the welcome address was given by Dr. C.K. Theresa Santhakumari, Assistant Professor, Department of Commerce. The special address was given by our beloved Principal Rev. Sr. Sirumalar.

Our chief guests Mr. Jegan Palanichamy, Ar. Executive Director, BNI, Dindigul and Mr.Alagappan, B.Sc., Proprietor, Tenth Planet, Dindigul, talked about the need and importance of Marketing Management and various Sales Promotional methods. It was really an interactive session. The programme came to an end around 11.30 a.m.

The vote of thanks was given by Mrs. Ruth Carol A.R, Assistant professor and Head, Department of Commerce.

Finally the college anthem was sung by our department choir.

PHOTOS





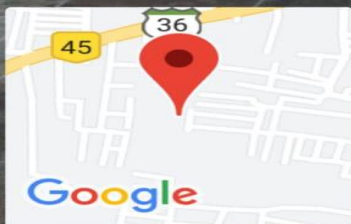
Dindigul, Tamil Nadu, India

5A/79AE, Begambur, C K C M Colony, Dindigul, Tamil Nadu 624002, India

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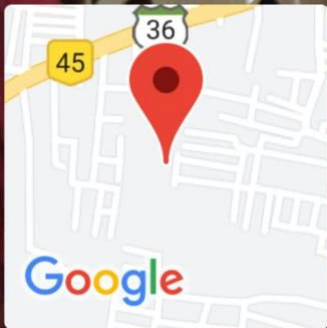
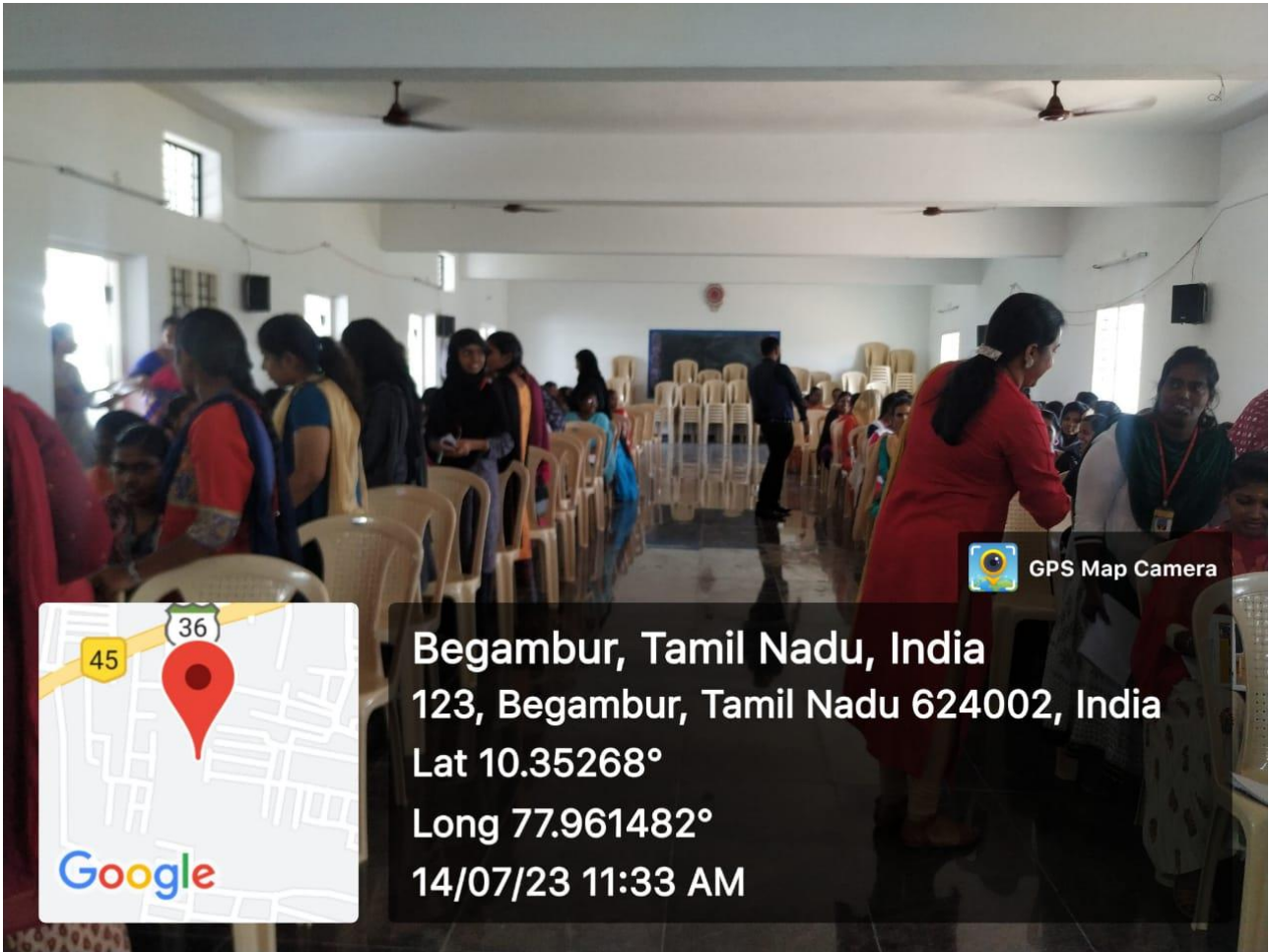
Begambur, Tamil Nadu, India

123, Begambur, Tamil Nadu 624002, India

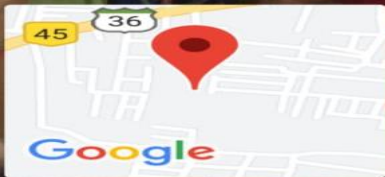
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Begambur, Tamil Nadu, India
40/37, Begambur, Tamil Nadu 624002, India
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