

Punjab Association's

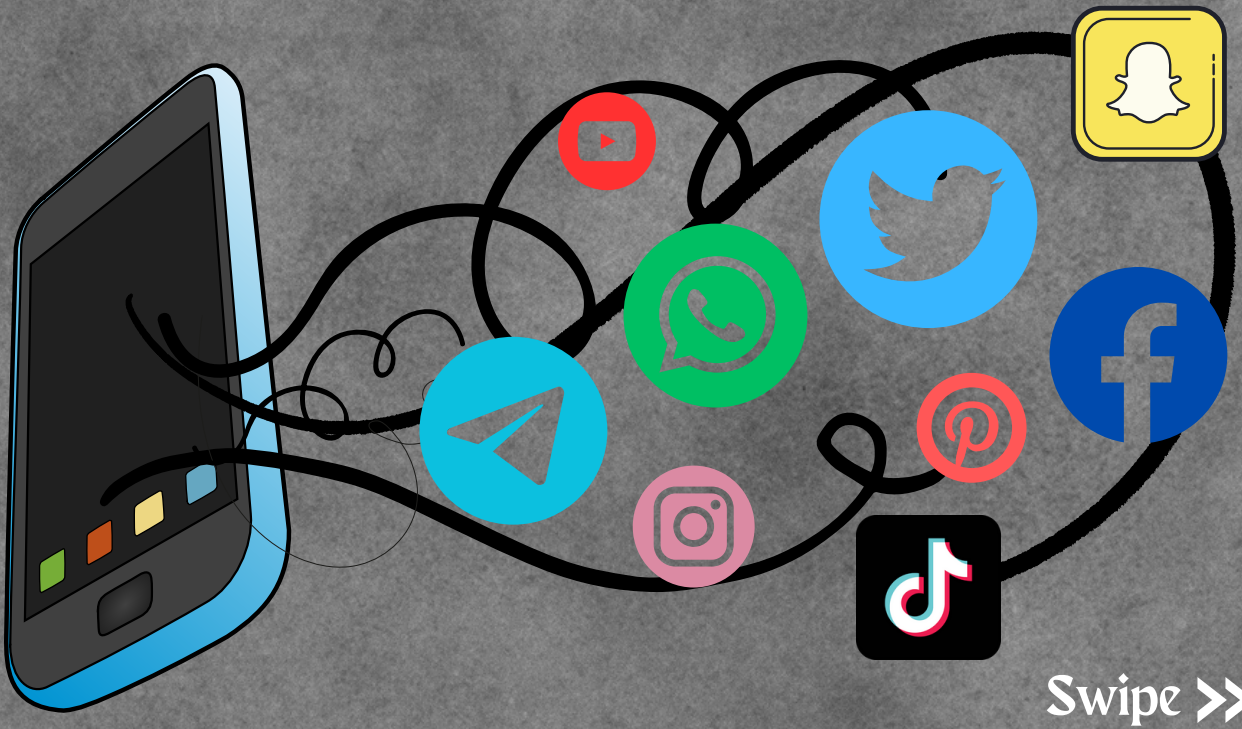
ANNA ADARSH COLLEGE FOR WOMEN

Affiliated to University of Madras
Re-accredited by NAAC with A++ Grade
2(f) status under UGC Act



Department of Marketing Management

SHIFT II



Swipe >>>



Compendium



Department
Activities



Soaring
High



Students
Corner



Internship



Case
Study



Excursion



Outreach



Business facts



Editorial
Note





VOLUME II



JUNE 2023

ISSUE 2



Departmental Activities



On 13th January 2023, the Department has organized an intra-departmental competition on the theme “Maghe Sankranti” - Pongal Celebration. Students of our department actively participated in this event. Students exhibited their skills and brought out the theme of the competition in a creative way in various events like Pot designing and Calendar making. The judge, Dr.V.Meenakumari, Vice Principal, Anna Adarsh College for Women, Chennai flourished the event more colourful.

On 31st January 2023, the Department organized a workshop for students on the topic digital marketing. 127 students attended the workshop. The Guest Speaker was Mr. Laven lokesk barani, Founder and Chief Trainer, Plant Green Interia Company, Chennai.



On 3rd February 2023, the Department organized an academic based program for students on the topic "Leasing - an overview". 137 students attended the program. The Guest Speaker was CA K.Hariharan, Founder M/s Hariharan & Associate, Chennai.



On December 2022, the Department released the 3rd issue of the Newsletter, “WINGZUP”.





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Soaring High

Staff Achievements:



- ### Awards and Recognition



On 10th September 2022, Dr.N.CHITHRA has received "Best Faculty Award" at BHARATH SHIKSHA RATHNA AWARDS -2022.

On 10th September 2022, Dr.V.LEELAVATHY has received "Best Young Faculty Award" at BHARATH SHIKSHA RATHNA AWARDS -2022.





• Participation in Conferences, Seminars and Paper Presentation



On 24th March 2023, Dr. N.Chithra has presented a paper titled "Determinants of Brand Switching Behaviour in Telecommunication Industry" in the 1st International Conference on Contemporary Research in Integration of technology on Commerce and Management, Vel Tech.

On 9th & 10th February 2023, Dr. V. LEELAVATHY presented paper titled "Geographical Indication sign for youth employability - A study with special features reference to Dindigul Lock Makers" in National Conference on "Youth Employability India - Opportunities and Challenges" held at Vedanta College, Mumbai.



On 17th October 2022, Dr. V. LEELAVATHY participated in a National conference WORKSHOP on INVESTMENT WEEK - "INVESTOR AWARENESS PROGRAMME" at Department of Management studies, University of Madras.





Student Achievements:



On 26th January 2023, M. Sweatha and D. Varshini students of 2nd year participated in 74th Republic Day Parade at Marina Beach in the honourable presence of the Governor and the Chief Minister of Tamil Nadu.



On 27th December 2022, K.V. AKSHAYA student of 2nd year has participated in International dance festival and received Natya Yuva Kala Award, Organized by Sri Shankara Natya Vidyalaya, Malaysia



On 18th December 2022, Parvathy.T student of 2nd year has secured 1st place in photography during AURORA 2022 - 23 organized by College Union Society, Madras Christian College.





On 21st March 2023, Preetha .G and Nachiammai.V students of 2nd year have participated in the International conference on "Behavioural approaches in financial decision making " held at Saveetha School of law and won the " Best paper presentation " award for the paper titled Impact of customer relationship management in e-business and financial series.



On 9th April 2023, Ayisha Furdous.M.S student of 2nd year has Secured 1st Place in weightlifting Competition organized by Chennai District Powerlifting Association, Kolathur.



On 19th March 2023, Dhavanithe.D student of 1st Year participated in Individual drill and secured 2nd prize in 1st CADO BHIM. She's also a Senior Commander of NCC.





Student's Corner



-Gugasri.S
2nd year



- R. Sabeetha
1st year



- Sai Harini.M
1st year



- R. Sabeetha
1st year



- Sai Harini.M
1st year



-Preetha Ganesh
2nd year



- R. Sabeetha
1st year



- R. Sabeetha
1st year



-Gugasri.S
2nd year





Internship



Our student Nachiammai.V is working as a HR-Intern in Sehat-Health placement.

Professional courses



CA

- SUBASHREE.N.P
Foundation level ✓
- KARTHIKHA VANDANA. D
Foundation level ✓

CMA

- GUGASRI. S
Foundation level ✓
- SHALU.T.S
Foundation level ✓
- DHARSHINI. K. R
Foundation level ✓
- SIVASHANKARI. V
Foundation level ✓

PS

- NACHIAMMAL. V
Foundation level ✓
- PARVATHY. T
Foundation level ✓

CERTIFIED COURSE

- SHAKTHI ABIRAMI. R. K
Business Analysis Basics
- MEENAKSHI. N
Digital marketing
- MOHAMED HAIFA AFSHAAN
Digital marketing
- VANITHASRI. S
Digital marketing
- NITHILA
Digital marketing





STRATEGY

Case study



Netflix uses data-driven and customer-centric marketing strategies that work in the digital age. Netflix's success relies on constant analysis and optimization, enabling usage of these tools for marketing business online. Netflix's marketing strategy is a surefire example of innovation and modern-day technology growth. The platform has been eager to bring the changes according to market needs and user demand. The evolution of the marketing tactics from time to time is one of the core reasons behind its success.

Netflix proves that a brand can connect with customers easily through regular analysis and optimization. Simply put, Netflix's advertising strategy is full of agility, data-collection, user-centricity, personalization, and dedication. Major and minor brands can follow such a strategy to boost brand exposure and market value.



-Shreya. A
1st year



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Outreach & Excursion



*"Charity isn't about Pity,
It's about love".*



- On 25th March 2023, the Department has taken an initiative to create awareness about Cancer and organised a campaign for collecting hair to prepare wigs for cancer patients.
- On 13th February 2023, the Department made an initiative to donate stationaries for the students of Nethrodaya , college of special education.

Our student S.Jayalakshmi of 2nd year , has joined her hands to help our Department in making cloth bags for storing papers to dispose sanitary napkins.



On 28th February 2023, the Department organized an one day trip to MGM dizzee World.





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Business



Facts



“

Apple's iPad retina display is actually manufactured by Samsung

“

The famous soft drink Pepsi got its name from the digestive enzyme "PEPSIN"

”



“

Sixty-four percent of consumers have made a purchase decision based on social media content

”

“

Facebook is primarily blue because Mark Zuckerberg suffers from red-green color blindness

”



”



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Editorial Note



Gugasri

Content creator &
Editor



Preetha Ganesh

Content creator &
Editor



Nachiammai

Content creator

It gives the Department of Marketing Management a great joy to bring to you the 4th volume of "Wingzup". This volume is a celebration of achievements and breakthrough events. It was yet another splendid semester with our students shining bright in all realms. This newsletter is an outcome of astounding efforts put forth by the team. We thank all the contributors for their tireless support. We wish our readers the best of opportunities and hope this volume hits success.

