

WHO CAN ATTEND?

- ✓ Frontline Executives, Field Executives, Sales & Marketing Executives / Entrepreneurs from Industry / Business Organizations.
- ✓ Faculty & Research Scholars from B Schools, Engineering Colleges, Arts & Science Colleges

DATE OF THE WORKSHOP

6th and 7th October, 2017 (Friday & Saturday)

WORKSHOP CO-ORDINATORS

Dr. G. Balamurugan

Director

Dept of Management Studies

Mepco Schlenk Engg College

Sivakasi, 626005

Land Line : 04562 - 235670

E-mail : gbala@mepcoeng.ac.in

Dr. J. Praveen Paul

Associate Professor

Dept of Management Studies

Mepco Schlenk Engg College

Sivakasi, 626005

Land Line : 04562 - 235676

Mob. : 94435 57010

E-mail : jpraveen@mepcoeng.ac.in

REGISTRATION DETAILS

Registration fee for the workshop is **Rs. 600/-** It covers working lunch and course material.

The registration fee is to be paid as a demand draft in favour of "Mepco Schlenk Engineering College" payable at Sivakasi.

Last Date for receipt of registration form along with the demand draft is **28.09.2017**.

Accommodation details: Outstation candidates can avail accommodation at a nominal rate of **Rs.100** per day per person (including breakfast and dinner).

Filled in Application form with DD for Registration fee is to be sent to:

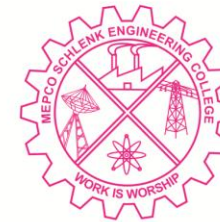
Dr. G. Balamurugan

Director / Dept. of Management Studies

Two-day Executive Development Program (EDP)

"Marketing for Today's Customers"

6th and 7th October, 2017



Patron

Dr.S.Arivazhagan

Principal

Convener

Dr.G.Balamurugan

Director-Management Studies

Organized by

DEPARTMENT OF MANAGEMENT STUDIES

MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI.

(An Autonomous Institution)

Mepco Engineering College Post - 626 005

Sivakasi, Virudhunagar District, Tamil Nadu.

www.mepcoeng.ac.in

Phone : 04562-235676

ABOUT THE INSTITUTION

Mepco Schlenk Engineering College (autonomous), Sivakasi is one of the leading institutions in India, towering high in academic excellence and research pursuits ever since its inception from 1984. This technical institution is sponsored by Mepco Schlenk Charities, Thirumangalam. It has collaborations with leading industrial, academic and research organizations in India and abroad. It is ISO 9001:2008 certified and all its engineering courses are accredited by NBA.

College is accredited with "A" Grade by National Assessment and Accreditation Council (NAAC) of UGC, New Delhi. 109 Sponsored Research projects undertaken by our faculty members from AICTE, CSIR, ARDB, DST, IGCAR, BRNS, ISRO, TIFAC, DRDL and MSME.

As per NIRF Ranking, our college secured the 73rd position among all Engineering Colleges (including IITs, NITs & all Technical Institution in India).

ABOUT THE DEPARTMENT

The Department of Management Studies was established in the year 1994 and it has been contributing much in terms of academics and research. The department has conducted a number of Workshops for Faculty members, Research Scholars and Self Help Groups. It has carried out Consultancy Projects for Industry and also Sponsored Research. It is well equipped with a Computer Lab, Department Library, Executive Development Center and a Seminar Hall.

Core Faculty Team

Dr. G. Balamurugan, Sr. Prof. & Director	Dr. J. Praveen Paul, Asso. Prof.
Mr. S. Mageshwar, Asst. Prof.	Mr. C. Mathan, Asst. Prof.
Mr. N.M. Gnanaprakash, Asst. Prof.	Mr.N. Senthilkumaran, Asst. Prof.
Mr. S. Ramesh Babu, Asst. Prof.	Mr. M. Silambarasan, Asst Prof.

NEED FOR THE EXECUTIVE DEVELOPMENT PROGRAM

Today's customers are very demanding and want to be treated as individuals. They expect to interact with the marketer seamlessly across all physical and digital channels. They expect to receive personalized content that is relevant to the context of their interactions.

Massive shifts are afoot in media and marketing. Sectors that didn't exist a few years ago — social media, native advertising, and in-app advertising, to name a few — now compete for user and marketer attention. Today's marketer has more options to reach their target audience than ever before. Yet it is becoming more difficult for the marketers to earn the attention and engagement of customers. Thus it is important to keep abreast of the strategies adopted by the present day marketers which this course intends to offer.

SCOPE OF THE PROGRAM

This EDP aims to provide a window into the marketer's dilemma to Field level and Middle level executives through seasoned marketers from various industries.

- To make the participants aware of the latest trends in Marketing and Sales
- To appraise them about the customers' expectations in today's context
- To highlight the shifts that are taking place in the Marketing strategies and methods
- To expose them to the latest Marketing concepts and Media relevance
- To teach them about Social Media Marketing, Mobile Marketing, Relationship Marketing, Green Marketing etc.

SCHEDULE & RESOURCE PERSONS

Day	Time	Session
Day 1 06.10.2017 Friday	8.45 a.m	Registration & Inauguration
	9.30 a.m	Mr.D.Ravichandran , President, Candor Consultants, Chennai Topic: Marketing Trends & Strategies for 2017
	1.30 p.m	Mr.M.Silambarasan , Asst. Professor, MSEC Dr.J.Praveen Paul , Asso. Professor, MSEC Topic: FMCG Marketing
Day 2 07.10.2017 Saturday	9.00 a.m	Mr.A.R.Narayanan , Vice President, IP Business, Atria Convergence Technologies, Chennai Topic: Sales & Marketing for B to C in Current Market Scenario
	1.30 p.m	Mr.D. Vijay Babu , Director, Elegant Power Care Pvt Ltd, Chennai Topic: Channel and Retail Management in Consumer Durable Industry

ABOUT THE RESOURCE PERSONS

Mr.Ravichandran is an Engineering graduate from IIT Madras with a Post Graduation from IIM Ahmedabad with a career experience of over 25 years in services industry with India as base to serve both domestic and international markets.

Mr.A.R.Narayanan has over 18 years of experience in different organisations under various capacities of sales and marketing of products and services. Presently he is the Vice President of Atria Convergence Technologies, Chennai

Mr.D.Vijay Babu has core competency in strategic planning, Networking & enhancing brand visibility with 20 years of excellence in the field of consumer electronics & power industry, in association with the global giants like Sharp, Samsung, LG, Su-Kam & Waaree handling pan India Sales as National Sales Head

REGISTRATION FORM

**Two-day Executive Development Program (EDP)
"Marketing for Today's Customers"
6th and 7th October, 2017**

Organized by

DEPARTMENT OF MANAGEMENT STUDIES

MEPCO SCHLENK ENGINEERING COLLEGE (AUTONOMOUS), SIVAKASI.

Name : _____

Designation : _____

Organisation/Institution : _____

Edu.Qualification : _____

Address for
Communication : _____

Phone/Mobile : _____

e-mail Id. : _____

DD No.& Name of Bank : _____

Amount Rs. : Rs. 600/- Date : _____

Mail Filled in Registration Form along with DD to:

Dr.G.Balamurugan

Director

Department of Management Studies

Mepco Schlenk Engineering College

Sivakasi, 626005

Applicant Signature