



GURU NANAK COLLEGE(AUTONOMOUS)

Affiliated to University of Madras and Re-Accredited at "A" Grade by NAAC

Guru Nanak Salai, Velachery, Chennai – 600042.

School of Commerce

Department of B.Com (Honours)

Event Title	"Transfiguration in Management and Commerce"- 'Effectiveness of Advertisement in Marketing'.	
Category	Webinar	
Date	From: 10.07.20	To : 10.07.20
No. of Resource Person	01	
No. of Participants	200	


(1) Report Description

The department of B.Com (Honours) conducted a webinar session on “Effectiveness of Advertising in Marketing” on 10.07.20 by Ms. Amuthalakshmi, Assistant Professor, Department of Commerce (Accounting & Finance), Shift II , Guru Nanak College.

(2) Report

The transfiguration in Management and Commerce is the online webinar series with inordinate initiative by the school of Management & School of Commerce. The webinar series is of nine days with 18 sessions. On the 5th day of webinar series, the department of B.Com(Honours) conducted a webinar session on “Effectiveness of Advertising in Marketing” on 10.07.20 by Ms. Amuthalakshmi, Assistant Professor, Department of Commerce (Accounting & Finance), Shift II , Guru Nanak College. Nearly 200 participants of students and staff joined in the webinar. The speaker highlighted about the Effectiveness of Advertising, Advantages of Advertising. The session was very informative and students benefited out of the webinar.

(3) Invitation Copy



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SCHOOL OF MANAGEMENT & SCHOOL OF COMMERCE

Webinar Series on
"Transfiguration in Management and Commerce"
DATE : 6th July 2020 - 16th July 2020

SCHOOL OF COMMERCE

Cordially Invites you to
A Webinar on " Effectiveness of Advertising in Marketing"
10th July 2020

Resource Person
Ms. Amudhalakshmi
Assistant Professor - Commerce (A&F)

Timing: 10.00 a.m. to 11.00. a.m.

Registration link : <https://forms.gle/GH4WEbL8mu4CcWA>

Dr. M.G Raguathan
Principal

Mr. Manjit Singh Nayar
General Secretary & Correspondent

(4) Certificate Copy



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SCHOOL OF MANAGEMENT & SCHOOL OF COMMERCE
Webinar Series on "Transfiguration in Management and Commerce"

CERTIFICATE OF PARTICIPATION

This is to certify that **Dr./Mr./Ms. Krishna Prasad M** of **Guru Nanak College** has participated in the webinar on "Effectiveness of Advertising in Marketing" organized by School of Commerce, Guru Nanak College (Autonomous), Chennai on 10th July 2020


Dr. M. G. Raguathan
PRINCIPAL


Mr. Manjit Singh Nayar
GENERAL SECRETARY & CORRESPONDENT

(5) Photos

