

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	

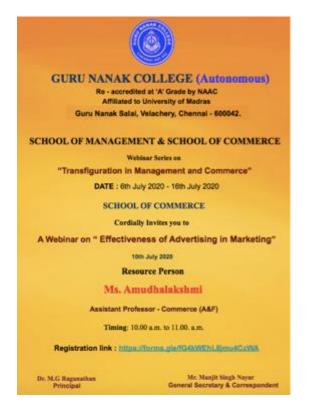
(1) **Report Description**

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 with18 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. The session was very informative and students benefited out of the webinar.

(3) Invitation Copy



(4) Certificate Copy



(5) Photos

