



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 Management

Department of MBA

Event Title	Viral Marketing	
Category	Webinar	
Date	From :07.07.2020	To :07.07.2020
No. of Resource Person	1	
No. of Participants	225	

(1) Report Description

The Department of MBA conducted a webinar on 'Viral Marketing' as part of the webinar series on Transfiguration in Management and Commerce organised by School of Management and the School of Commerce of Gurunanak College from 6th July 2020 to 16th July 2020. The total number of participants for the session were 225 among which there were participants from various place across Tamilnadu and also from other states like Delhi, Bihar, Madhya Pradesh, Jharkand, Karnataka and Puducherry(UT)also actively Participated

Participant Details

Faculty Members: 40

Students: 209

Research Scholar: 1

Tamilnadu: 234

Puducherry: 1

Other states: 15

GNC: 225

Non GNC: 25

Report

The resource person was **Dr.V.Uma Maheswari**, Head, Department of MBA, Gurunanak College(Autonomous), Velachery, Chennai. She explained the various aspects and Types of Viral marketing. She quoted examples of Hotmail.com, Instagram, and products like Nike, Aerial detergent, Dove campaign, Old Spice, which followed out of box strategies to go viral. She also quoted that even events like Swiggy voice of hunger campaign, Ice bucket challenge to create awareness about Amyotrophic Lateral Sclerosis(ALS) disease to raise funds and Amazon prime's different thought of utilising a negative twitter comment about them can also be used to make moment marketing to promote their products. The speaker also described that certain product's strategies like Boycott Titan, Sur Excel, Gillette, Paytm, Kent can also go negative against the product if they don't understand the audience properly. She also discussed the importance of using a right influencer which decides the success or failure of the product in viral marketing.

(2) Invitation Copy



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School of Management & School of Commerce

Online Webinar Series on

“Transfiguration in Management and Commerce”

DATE: 6th July 2020 – 16th July 2020

DEPARTMENT OF MBA

Cordially Invites you to

A Webinar on “Viral Marketing”

7th July 2020

Resource Person

Dr. V. Uma Maheswari

HOD - MBA

Timing: 3:00 p.m. to 4:00 p.m.

Google Meet Link: <https://meet.google.com/xgn-modi-puz>

Registration is free and E – Certificate will be provided to all participants.

Dr. M. G. Ragunathan
Principal

Mr. Manjit Singh Nayar
General Secretary & Correspondent

(3) Certificate Copy



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AFFILIATED TO THE UNIVERSITY OF MADRAS
GURU NANAK SALAI, VELACHERY, CHENNAI – 600 042

SCHOOL OF MANAGEMENT & SCHOOL OF COMMERCE

WEBINAR SERIES ON TRANSGURATION IN MANAGEMENT AND COMMERCE

CERTIFICATE OF PARTICIPATION

This is to certify that **Dr./Mr./Ms.** **{{FULL NAME}}** of **{{INSTITUTION NAME}}** has participated in the webinar on **Viral Marketing** organized by the Department of MBA, Guru Nanak College (Autonomous), Chennai on 7th July 2020.

Dr. M. G. Ragunathan
Principal

Mr. Manjit Singh Nayar
General Secretary & Correspondent

(4) Photos

The screenshot shows a Google Meet interface during a webinar. The main presentation slide displays the following text:

VIRAL MARKETING

DR. V.UMA MAHESWARI
ASSOCIATE PROFESSOR AND HEAD
DEPARTMENT OF MBA
GURU NANAK COLLEGE

A notification at the bottom left of the slide states: "dhana sekar has left the meeting".

The Meet control bar at the bottom shows "Webinar on Viral Marketing" and "Dr. UMA MAHESWARI V is presenting". The system tray at the bottom indicates the time as 15:13 on 07-07-2020.

The screenshot shows the same Google Meet interface, but the presentation slide has changed to an advertisement for Kent Atta Maker. The slide content includes:

- Text: "Are You Allowing Your Hands To Knead Atta Dough By Hand?"
- Text: "Her Hands May Be Infected."
- Text: "New Don't Compromise On Health & Purity"
- Text: "Choose KENT Atta Maker & Bread Maker"
- Text: "Kent Should Purify and Filter their thoughts first. What a sick ad!!"

The chat window on the right side of the screen shows the following messages:

- madhubalan: BBA 1b
- Sivabala M: 3:45 PM S mam
- You: 3:50 PM Participants you can post your questions here in the chat box which can be taken for discussion after the presentation
- M.BHARATH KUMAR: 3:51 PM Kk
- Ramya Ramya: 3:51 PM Feedback link mam
- arun kumar simpson: 3:52 PM Saikiran II M.com Guru Nanak

The system tray at the bottom indicates the time as 15:53 on 07-07-2020.