

## Technical Session - II

(2.00 p.m. to 3.45 p.m.)

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| 16. Role of Catalog Marketing in Retail Environment     | : K.B. Gokulavani & M. Mahalakshmi<br>III B.Com. 'A'     |
| 17. The Magic of Target Marketing                       | : R. Hema & R. Yuvarani<br>III B.Com. 'B'                |
| 18. Affinity Marketing - A Step in the Right Direction  | : K. Deepika & S. Vaishnavi<br>III B.Com. 'A'            |
| 19. Need for Behavioural Marketing                      | : A. Azeziya Fathima & A. Thasliya Begum, III B.Com. 'A' |
| 20. Drip marketing and Customer Engagement              | : M. Divya Shree & V. Snega<br>III B.Com. 'A'            |
| 21. Customer Retention through Relationship Marketing   | : J. Mahalakshmi & K. Roshini<br>III B.Com. 'B'          |
| 22. Loyalty Marketing - The Way for the Future          | : S. Suganthi & S. Anusha<br>III B.Com. 'B'              |
| 23. Optimizing Event Marketing Campaigns                | : S. Sasipriya & R. Sowmyakarhiga<br>III B.Com. 'B'      |
| 24. Defining the Power of Sports Marketing Solution     | : R. Divya & K. Sangavi<br>III B.Com. 'A'                |
| 25. Leveraging the Customer through C2C Marketing       | : S. Vaisali & V. Keerthana<br>III B.Com. 'B'            |
| 26. Successful B2B Marketing Strategies                 | : V. Malini & S. Kaushika<br>III B.Com. 'A'              |
| 27. The Rise of B2P Marketing                           | : P. Swathy Priya and D. Soundarya<br>III B.Com. 'B'     |
| 28. Brand Awareness in B2C Marketing                    | : M. Darshica and G. Keerthana<br>III B.Com. 'B'         |
| 29. Luxury Marketing and Brand Reputation               | : V.R. Subashree & S. Saranya Devi<br>III B.Com. 'A'     |
| 30. Green Marketing - A Step towards Sustainable Growth | : C. Sathya & S. Nivitha Sree<br>III B.Com. 'A'          |

*Vote of Thanks*

*College Song*



## SRI SARADA COLLEGE FOR WOMEN

(Autonomous)

Reaccredited with 'A' Grade by NAAC

Affiliated to Periyar University

Salem - 636 016.



Department of Commerce

*Cordially invites you to the*

*UGC Students' (UG) Webinar*

*on*

## Unique Marketing Strategies in 2020



*Date* : 19.09.2020

*Time* : 10.00 a.m. to 4.00 p.m.

## Inaugural Session

### PROGRAMME

(10.00 a.m. to 11.00 a.m.)

#### Prayer

**Welcome Address** : M. Rhasika, III B.Com. 'B'

**Benediction** : Yatiswari Vinayakapriya Amba

Directress,  
Sri Sarada Educational Institutions,  
Salem - 16.

**Yatiswari Guhapriya Amba**

Secretary,  
Sri Sarada College for Women (Autonomous),  
Salem - 16.

**Inaugural Address** : Dr. (Mrs.) R. Uma Rani, M.C.A., M.Phil., Ph.D.,

Principal,  
Sri Sarada College for Women (Autonomous),  
Salem - 16.

**Introducing the** : Dr. (Mrs.) S.C. Indirani, M.Com., M.Phil., Ph.D.,

**Resource Person**

Head and Associate Professor of Commerce,  
Sri Sarada College for Women (Autonomous),  
Salem - 16.

**Keynote Address** : Dr. S. Sivasankari, M.Com., M.Phil., M.B.A., Ph.D.,

Assistant Professor,  
Alliance School of Business,  
Alliance University, Bangalore - 562106.

**Vote of Thanks** : S. Ramyaa, III B.Com. 'A'

## Technical Session - I

(11.00 a.m. to 1.00 p.m.)

**Chairperson** : M. Rhasika, III B.Com. 'B'

**Rapporteur** : V. Monisha, III B.Com. 'A'

## Paper Presentation

1. Building a Successful Corporate Marketing Strategy : S. Kayalvizhi & P. Yashini  
III B.Com. 'B'
2. Viral Marketing Tactics for Viral Success : J. Niveetha & B. Arshiya  
III B.Com. 'A'
3. Role of Mobile Marketing in Business : K. Shobika & V. Monisha  
III B.Com. 'A'
4. Text Message and SMS Marketing : S. Ramyaa & A. Fathima Begum  
III B.Com. 'A'
5. Pay Per Click Marketing - A Powerful Campaign : M. Sujitha & P. Sellomiya  
III B.Com. 'B'
6. Cross - Cultural Marketing - Crossing the Cultural Divide : B. Jasoda & K. Sowmi  
III B.Com. 'A'
7. Product Marketing - The Key to Success : N. Deepika Sri & G. Nithya  
III B.Com. 'B'
8. Growth of Multi Level Marketing in Current Scenario : A. Harini & J. Jeya Hebsiba  
III B.Com. 'A'
9. Cloud Marketing Platform : R. Deva Dharshini & M. Swathi  
III B.Com. 'B'
10. Creating Experiences through Youth Marketing : R. Preethi & G. Kavitha  
III B.Com. 'B'
11. The Hidden Power of cause Marketing : S. Shobana & B. Anupriya  
III B.Com. 'A'
12. Targeting the Audience with Geo Marketing : K. Deepana & E. Malavika  
III B.Com. 'A'
13. Guerrilla Marketing - An Innovative Brand Campaign : M. Rhasika & K. Bhuvaneshwari  
III B.Com. 'B'
14. Relevance of Real Time Marketing : K. Dharshini & B. Monika  
III B.Com. 'B'
15. The Concept of Long Tail Marketing : B. Madhuvharshini & L.N. Swetha  
III B.Com. 'B'

————— LUNCH BREAK (1.00 p.m. to 2.00 p.m.) —————