

# **M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN**

**(AFFILIATED TO MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL)**

**RE-ACCREDITED WITH NAAC 'A+' GRADE**

**DINDIGUL – 624 001, TAMIL NADU, INDIA**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**DEPARTMENT ACTIVITIES (2024 -2025)**

<b>S.N O</b>	<b>NAME O F THE ACTIVITY</b>	<b>DATE</b>	<b>RESOURCE PERSON</b>	<b>NO OF STUDENTS BENEFITED</b>
1	ASSOCIATION MEETING- SOCIAL MARKETING	20.12.2024	Mrs. P.SWETHA, ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, PANIMALAR ENGINEERING COLLEGE, CHENNAI.	122

## **1.ASSOCIATION MEETING – SOCIAL MARKETING**

**1.Title of the Programme : SOCIAL MARKETING**

**2.Date : 20.12.2024**

**3.Resource Person Details : Mrs.P.SWETHA,  
ASSISTANT PROFESSOR,  
DEPARTMENT OF MANAGEMENT STUDIES,  
PANIMALAR ENGINEERING COLLEGE, CHENNAI.**



