

Velammal College of Engineering and Technology, Madurai – 625 009
(Autonomous)

Department of Management Studies

Marketing Club

The Marketing Club of the MBA Department is a student-driven initiative aimed at enhancing marketing knowledge, skills, and practical exposure among management students. The club functions as a platform for creativity, innovation, and professional development by organizing various learning and experiential activities that align with industry expectations. Through its diverse activities and industry-oriented approach, the club continues to contribute to the holistic development of MBA students and strengthens the overall academic environment of the department.

Name of the Incharge with Designation:

Mr. P. Shree Shrawan Kumar, Assistant Professor-III/MBA

Events Organized

Academic Year 2024 - 2025

S. No.	Name of the Event	Resource Person	No. of Participants	Date
1.	Industrial Visit	Club Coordinators	30	08.08.2024
2.	Inno-Start – A Velammal Bazar	Shri. M. V. Muthuramalingam, Chairman - VET	82	10.12.2024



Industrial Visit to GHCL, Madurai



Inno-Start – A Velammal Bazar