

**DKM COLLEGE FOR WOMEN-AUTONOMOUS-
VELLORE-1**



**REPORT ON GUET LECTURE PROGRAME ON
ETHICS IN ADVERTISING**

ORGANISED BY

**PG & RESEARCH DEPARTMENT OF
COMMERCE WITH COMPUTER APPLICATION**

DATE: 30.08.2017

INVITATION

J.K.M COLLEGE FOR WOMEN, VELLORE -1
(AUTONOMOUS)

YOU ARE CORDIALLY INVITED TO THE
'GUEST LECTURE'

ON

"ETHICS IN ADVERTISING"

DR. K. KISHORE,

(M.COM., M.PHIL., PGDCA, VCT, PH.D)

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE,

VOORHEES COLLEGE

VELLORE

HAS KINDLY AGREED TO BE GUEST OF HONOUR

DATE: 30.08.2017

TIME: 3.00 P.M

VENUE: 'D' BLOCK CONFERENCE HALL

HOD & STAFF MEMBERS,
DEPARTMENT OF COMMERCE

REPORT

A guest lecture on “Ethics in advertising” was conducted on 30.8.2017 Wednesday at 3.30 pm. The programme was presided over by our principal madam, Dr.P.N.Sudha, DKM College for women. Dr.K.Kishore, Assistant Professor in Commerce, Voorhees College, Vellore is the resource person of the day. Miss.D.Vijayanirmala, Head and Assistant professor in commerce, welcomed the gathering.

Resource person highlights Ethics in advertising is important because by act ethical with their advertising the company is being responsible towards the need of the consumer.

Nearly 350 students from B.Com, B.Com(CA),M.Com are participated in the programme. Vote of thanks was proposed by Mrs.C.Sumitha, Head and Assistant professor in B.Com(CA) and the programme was ended with National Anthem.

PHOTOS

