

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



**REPORT ON GUEST LECTURE
ON
“FUTURE TRENDS IN ADVERTISING”**

**ORGANISED BY
DEPARTMENT OF COMMERCE**

DATE: 20.02.21

INVITATION

DKM COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1.
DEPARTMENT OF COMMERCE (AIDED)



Organizes Guest Lecture Meeting

On

"Future Trends in Advertising"

On Saturday, 20th February 2021, at 10.00 a.m



Through Google Meet

Resource Person

Dr. D. Hemalatha

***Guest Faculty - Anna University
Chennai***



Organizing Committee:

Dr. A. Sudarvizhi, Asst. Prof of Commerce

Dr. T. Bharathi, Asst. Prof of Commerce

Dr. G. Bhavani, Asst. Prof of Commerce

Dr. K. Vinithi, Asst. Prof of Commerce

Co-ordinator

Dr. R. Padmaja

HOD

Convener

Dr. P. N. Sudha

Principal



Report

The development of community, society, nation and universe is dependent on educational system. The holistic development of children of any nation is in the hand of teachers. School education has a symbiotic relationship with teacher education as teachers are the frontline providers of quality education. Sufficient supply of well qualified and well-trained teachers is the most important, if not the only, contributing factor of school effectiveness and quality of learning.

The objective of the Conference is to provide an exposure to the corporate world and the best platform for showcasing the best practices, latest technological advancements, and their implementation and impact on the industry.

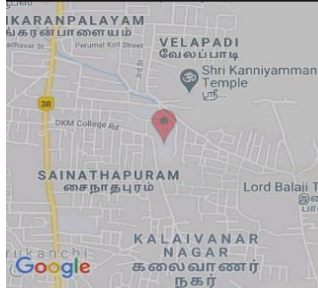
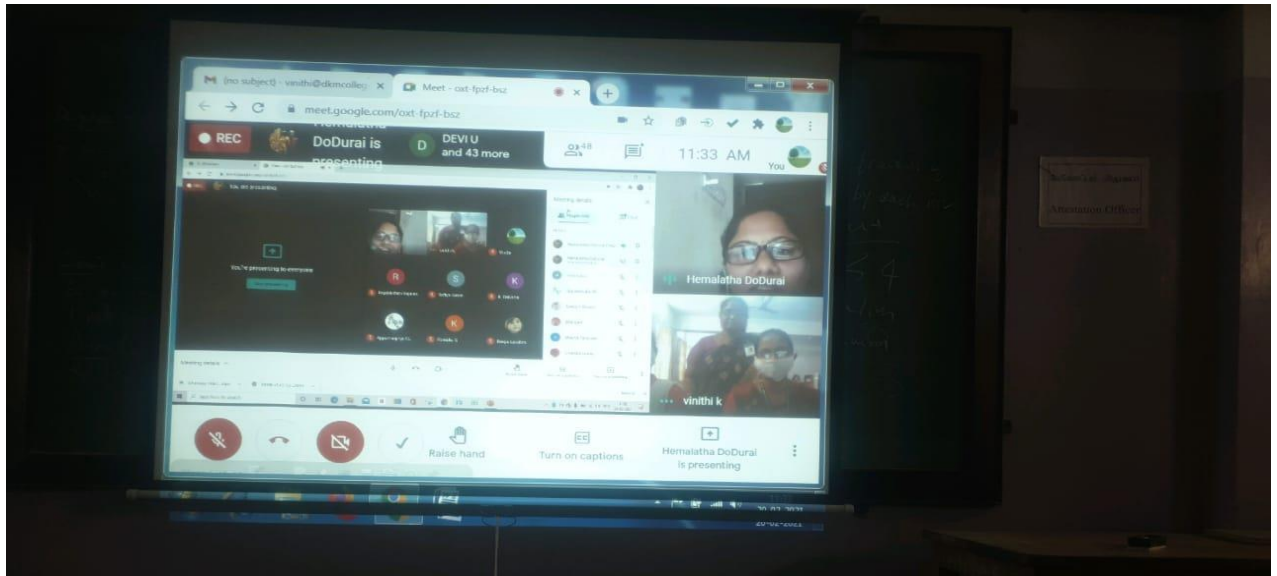
The programme started with Tamil Thaa Vazhthu, Dr.R. Padmaja, Head of the Department delivered the welcome address,

Dr. D. Hemalatha, Guest Faculty-Anna University, Chennai acted as Resource person and she has been introduced to the gathering by Dr.A.Sudarvizhi.

She motivated and encouraged the students by sharing her insights and she insisted to give more importance to advertising. She also insisted that, it is the need of the hour to prepare the students for jobs in multinational companies, by exposing them to newer technologies and methodologies.

Dr.T.Bharathi, Assistant Professor of Commerce delivered vote of thanks for the Conference.

PHOTOS



12/1, Kanni Koil St, Vallalar Nagar, Sainathapuram, RV Nagar, Vellore, Tamil Nadu 632001, India

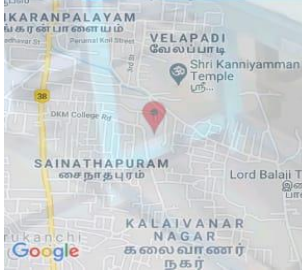
Vellore
Tamil Nadu
India



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2021-02-20(Sat) 11:32(am)



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Vellore
Tamil Nadu
India

2021-02-20(Sat) 10:28(am)



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