

PAAVAI ENGINEERING COLLEGE

(Autonomous)

Pachal, Namakkal – 637 018

Date: 06.04.2026

CIRCULAR

All members of the Marketing Committee are requested to attend a meeting scheduled on 08.04.2026 at 03.30 PM in the Principal's cabin to discuss matters related to Marketing for the academic year 2026–2027.


PRINCIPAL

Copy to:

The Director-Admissions

The Director-Admin

Marketing Committee members

Marketing File

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Marketing Committee Minutes of Meeting

The Marketing Committee Meeting for the Academic Year **2026–2027** was conducted on **08.04.2026 at 03.30 PM**. The committee reviewed the previous year's marketing initiatives and discussed strategies to enhance the institution's visibility, strengthen stakeholder engagement, and improve admission outcomes.

The following points were discussed:

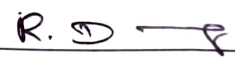
1. **Marketing Strategy Review:** Evaluate previous marketing performance and refine strategies to improve admissions and brand visibility.
2. **Digital Branding:** Strengthen the institution's online presence through the website, SEO, social media, and digital campaigns.
3. **Technology Integration:** Adopt AI tools, CRM systems, chatbots, and marketing automation for effective communication.
4. **Student Outreach:** Expand outreach through school visits, career guidance programmes, webinars, and education fairs.
5. **Partnership Development:** Strengthen collaborations with industries, alumni, schools, and international institutions.
6. **Data-Driven Marketing:** Monitor campaign performance using analytics, dashboards, and enquiry conversion reports.
7. **Innovative Promotion:** Utilize virtual campus tours, student testimonials, video marketing, and emerging digital platforms.
8. **Quality & Continuous Improvement:** Promote sustainable marketing practices, collect stakeholder feedback, and review strategies periodically.

Resolution

The committee unanimously resolved to implement the above strategies to enhance the institution's brand image, increase student enrolment, strengthen stakeholder engagement, and improve the effectiveness of marketing initiatives during the Academic Year **2026-2027**. Periodic review meetings will be conducted to monitor progress and evaluate outcomes.

The meeting concluded with a vote of thanks to the Chair.

Members Present

S.No	Name of the Member	Position	Sign
1	Dr.M.Premkumar, Principal	Chairperson	
2	Prof.M.Mohan	Member Secretary	
3	Dr.B.Kishok Kumar	Member	
4	Dr P Jayakumar	Member	
5	R Dhanachezian	Member	
6	G.Manimekalai	Member	