



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

DEPARTMENT OF MBA

Title : IMPORTANCE OF BRANDING

Date : 16.09.2022

Resource Person/s : Mr. Beemaraj Jagadeesan

Managing Director,
Vishan Creators, Brand Advertising Company,
Madurai

No. of Participants : 177 Students (I & II MBA)

Focus on : Skill Development

Outcome : Students are gained the real knowledge about
importance of advertisement and its role in industry.



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INVITATION:



Fatima College (Autonomous)

Mary Land, Madurai - 18

Department of MBA

Guest Lecture on

“IMPORTANCE OF BRANDING”

Date: 16.09.2022

Time: 1.30 pm to 2.30 pm

Venue: Sanjose Seminar Hall

Resource Person

MR. BEEMARAJ JAGADEESAN

Managing Director,

Vishan Creators, Brand Advertising Company, Madurai



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REPORT:

MBA Department organized a guest lecture entitled “IMPORTANCE OF BRANDING” delivered by resource person Mr. Beemaraj Jagadeesan, Managing Director of Vishan Creators, Brand advertising company in Madurai, at Sanjose seminar hall from 1.30 pm to 2.30 pm on 16.09.2022. Students from I & II MBA attended the session.

HIGHLIGHTS

Mr. Beemaraj Jagadeesan highlighted the importance of the branding, 23 advertisement strategies and also discussed the ways to achieve both individual and organizational goals. He insisted the students to enter into different fields and resolve challenges they face. The session was very interactive as he shared many real time examples to make the students to understand importance of advertisement and his final quote consist “advertisement is effective to make the brand attractive to customers”.



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Photo Gallery

Guest Lecture on “IMPORTANCE OF BRANDING”



Mr. Beemaraj Jagadeesan, Managing Director, Vishan Creators, Brand Advertising Company, Madurai



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Name list of Participants: I MBA

S.NO	Roll No	STUDENTS NAME
1	2022MBA01	ABINAYA A
2	2022MBA02	ABIRAMI E
3	2022MBA03	ABIRAMI V
4	2022MBA04	AGALYA M
5	2022MBA05	AKILA V
6	2022MBA06	ALIN MARIA VINCY A
7	2022MBA07	ANGELINPREETHI J
8	2022MBA08	ARO CELSIA A
9	2022MBA09	ASMITHA SREE J S
10	2022MBA10	ATHERSHA C
11	2022MBA11	BHAGYALAKSHMI S
12	2022MBA12	BHAVANI D S
13	2022MBA13	CELCIYA P
14	2022MBA14	DEVADHARSHINI C I
15	2022MBA15	DHAARANI M
16	2022MBA16	DHARA S
17	2022MBA17	DHARANI N
18	2022MBA18	DHARANIKA R
19	2022MBA19	DHIRTHANA A
20	2022MBA20	DHIVYAKUMARI A
21	2022MBA21	DURGA DEVI R
22	2022MBA23	GANDHIMATHI M
23	2022MBA24	GANGA MUNEESHWARI S
24	2022MBA25	GAYATHRI K J
25	2022MBA26	GEETHA R
26	2022MBA27	GOWRI S
27	2022MBA28	HARINI M



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S.NO	Roll No	STUDENTS NAME
28	2022MBA29	INFANT JENIFER J
29	2022MBA30	JACKLIN MERCY A
30	2022MBA31	JANANI M
31	2022MBA32	JENIFERRAJPRINCE A
32	2022MBA33	JERIN HASINA S
33	2022MBA34	JOY GILDA FLORENCE B
34	2022MBA35	JUVAIRIYA BEGUM M
35	2022MBA36	KAMALI A
36	2022MBA37	KEERTHANA P
37	2022MBA38	KIRUTHIGA R
38	2022MBA39	LAKSHMI PRABHA B
39	2022MBA40	LEO MERLIN X
40	2022MBA41	MADHUBALA N
41	2022MBA42	MEENACHADHIKA G
42	2022MBA43	MEERA SEETHARAMAN
43	2022MBA44	MUTHU ABINAYA R
44	2022MBA45	MYMOON FIRDOUS M
45	2022MBA46	NABIHA BANU M
46	2022MBA47	NAGA JOTHI P
47	2022MBA48	NAYAKI POOJA A
48	2022MBA49	NEHA S
49	2022MBA50	NITHERVINI R
50	2022MBA51	PADMA PREETHA S
51	2022MBA52	PAVITHRA C (17-03-2002)
52	2022MBA53	PAVITHRA C (13-06-2002)
53	2022MBA54	PONYAMUNA G
54	2022MBA55	POORNIMA M
55	2022MBA56	PRAVEENA M
56	2022MBA57	PRINCY S



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S.NO	Roll No	STUDENTS NAME
57	2022MBA58	PRIYADHARSHINI B
58	2022MBA59	PRIYADHARSHINI M B
59	2022MBA60	RAJA RAJESHWARI M S
60	2022MBA61	RAJARAJESHWARI S
61	2022MBA62	RATHIMEENA K
62	2022MBA63	RINTHIYA SRI G
63	2022MBA64	RUBINA J
64	2022MBA65	RUBY V
65	2022MBA66	SANGEETHA B
66	2022MBA67	SANKARI S
67	2022MBA68	SANTHIYA A
68	2022MBA69	SHALINI BRINDHA B
69	2022MBA70	SHANKARI N
70	2022MBA71	SHEELA A
71	2022MBA72	SHREE LEKHA B S
72	2022MBA73	SNEHA P S
73	2022MBA74	SONALI R
74	2022MBA75	SUBA LAKSHMI G
75	2022MBA76	SUBASHINI N
76	2022MBA77	SUBBULAKSHMI A
77	2022MBA78	SUBHASHINI M
78	2022MBA79	SUMAIYA PARVEEN N
79	2022MBA80	SWATHI C
80	2022MBA81	SWETHA M
81	2022MBA82	THANGESWARI B
82	2022MBA83	THERESE DAYANA S
83	2022MBA84	VARSHINI PRIYA M
84	2022MBA85	VIJAYADHARSHINI M
85	2022MBA86	VISALAKSHI A



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S.NO	Roll No	STUDENTS NAME
86	2022MBA87	WAASHIFA BANU M I
87	2022MBA88	YAMINI S
88	2022MBA89	YAZHINI M
89	2022MBA90	YAZHINI S

Name list of Participants: II MBA

S.NO	Roll No	STUDENTS NAME
1	2021MBA01	AAKILA BANU S
2	2021MBA02	ABINAYA J
3	2021MBA03	AFRAH I
4	2021MBA04	AKSHARA M
5	2021MBA05	ANISHKA V
6	2021MBA06	AROCKIA JEYA RANJANI I
7	2021MBA07	CHELCIYA K
8	2021MBA08	DHARINI M
9	2021MBA09	DHARSHANA S
10	2021MBA10	DIVYA S
11	2021MBA11	GAYATHRI S
12	2021MBA12	HAMSAVARTHINI R
13	2021MBA13	HARINI S
14	2021MBA14	JANANI A
15	2021MBA15	JANANI R
16	2021MBA16	JASMINE BARAKATH I
17	2021MBA17	JEGADEESWARI S
18	2021MBA18	JEYA MANI MEGALAI S
19	2021MBA19	JOHANNA D
20	2021MBA20	JOTHIKA R
21	2021MBA21	KARTHIKAMEENAKSHI M
22	2021MBA22	KEERTHANA PRIYA A



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S.NO	Roll No	STUDENTS NAME
23	2021MBA23	KEERTHANA R
24	2021MBA24	KEERTHANA V
25	2021MBA25	KIRUTHIKA P
26	2021MBA26	KOWSALYA A
27	2021MBA27	KRISHNA KUWAR H
28	2021MBA28	LAVANYA R
29	2021MBA29	LEELAVATHI K
30	2021MBA30	MADHU RETHA A
31	2021MBA31	MADHUMITHA M
32	2021MBA32	MALAVIKA R
33	2021MBA33	MANIBALA.M
34	2021MBA34	MANJULA M
35	2021MBA35	MANO RANJITHAM A
36	2021MBA36	MEENAKSHI R
37	2021MBA37	MEENALOSHINI M
38	2021MBA38	MEENATCHI N
39	2021MBA39	MOHANAVALLI M
40	2021MBA40	MUTHU YEGAMMAI C
41	2021MBA41	NAGANANDHINI M
42	2021MBA42	NANDHINI N K
43	2021MBA43	NANDHINIMAI K R
44	2021MBA44	NATHIYA M
45	2021MBA45	NILA G
46	2021MBA46	NITHYA SHREE S
47	2021MBA47	NITHYAKALYANI V
48	2021MBA48	PARKAVI P
49	2021MBA49	PAVITHRASHREE R
50	2021MBA50	PENNARASI K
51	2021MBA51	PRABHA S



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52	2021MBA52	PREETHI J
53	2021MBA53	PREETHIMA N K
54	2021MBA54	PRISHIKA J
55	2021MBA55	PRIYADHARSHINI A
56	2021MBA56	PRIYADHARSHINI C
57	2021MBA57	PRIYADHARSHINI G
58	2021MBA58	PRIYADHARSHINI K
59	2021MBA59	PRIYADHARSHINI N
60	2021MBA60	RAJA LAKSHMI G
61	2021MBA61	RAJA PRIYA S
62	2021MBA62	RAJASHRUTHI S K
63	2021MBA63	RAMALAKSHMI S
64	2021MBA64	RAMYA R M
65	2021MBA65	RAMYA S
66	2021MBA66	RUBINI K
67	2021MBA67	SAADHANA K
68	2021MBA68	SANTHOSHINI N
69	2021MBA69	SHANDHIYA J
70	2021MBA70	SHARMILA A N
71	2021MBA71	SHELLSHIYA S
72	2021MBA72	SHRI RASHMI C
73	2021MBA73	SNEHA P
74	2021MBA74	SOBANA R
75	2021MBA75	SRI ABIRAMI S
76	2021MBA76	STEFFY RACHELJEBAS
77	2021MBA77	STELLA ANTONIYAL C
78	2021MBA78	SUBHIKSHA R M
79	2021MBA79	SUJITHA K
80	2021MBA80	SUNDHARA LAKSHMI M



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S.NO	Roll No	STUDENTS NAME
81	2021MBA81	SWATHY C
82	2021MBA82	SWETHAA P
83	2021MBA83	TAFFIYA S A
84	2021MBA84	VAISHNAVI S
85	2021MBA85	VELANGANNI SARANYA S
86	2021MBA86	VIDHI SHAHJI J
87	2021MBA87	VIJAYALAKSHMI R
88	2021MBA88	VIJAYALEKSHMI S

(Dr. P. Shyamala)

Signature of HOD

DEPARTMENT OF MANAGEMENT STUDIES
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-625 018

Annual Quality Assurance Report (AQAR) (2022- 2023)