

**Report on Class Seminar**

**By**

**Department of Commerce**

**Name of the Event – Class Seminar**

**Topic - "Marketing Communication & its Related Aspects"**

**Date – 15<sup>th</sup> March, 2024 (Friday)**

**Timing – 10:00 am to 11:15 am**

**Venue - Computer Lab 2, Vocational Building (Projector)**

A Class Seminar was organised by the Department of Commerce at Guru Nanak College, Vocational Building on 15th November, 2024 from 10:00 am to 11:15 am on the topic "**Marketing Communication & its Related Aspects**". Students of Semester VI (2021-24) of Both Campuses participated in the Class Seminar. Students of Bankmore Campus attended in offline mode and Bhuda Campus attended in online mode through Google Meet Application.

Following students presented their Power Point Presentation on the topic relating to Class Seminar with the help of ICT tools:

Sr. No.	Name	Class Roll No.	Topic
1.	Shambhi Kumar	147	Objective of Marketing communication
2.	Shruti Chourasia	55	Meaning of Marketing Communication
3.	Sunny Kumar Saw	314	Introduction to Marketing Communication
4.	Khusbu Kumari	49	Integrated Marketing Communication
5.	Aarti Kumari	69	7 P's of Marketing Mix
6.	Simran Malhotra	219	Role of Marketing Communication in Business
7.	Ishika Chourasia	224	

Total number of students attended the class seminar was around 75. The class seminar was organized under the supervision of Prof. Piyush Agarwal. After every presentation, feedback and queries were also entertained. Prof. Santosh Kumar (Head-of-department), Prof. Sanjay Kumar Sinha and Prof. Daljeet Singh were present during the Class Seminar.

Photo Gallery:



