

REPORT On Marketing Channel System

QIS College of Engineering and Technology has organized entrepreneurship development program for CSE, ECE and IT students

Date: 29 September 2019

Session Details

Dr. A. Prakash, Head- EDC has invited the dignitaries and delegates. He highlighted the need and future resource about the entrepreneurship and skill development program. Dr. Vijaya Rangan, Head-Research introduced the guest speaker Mr. K. Surya, Marketing manager, Alangar Agency, - Chennai and Mr. B. Guna, Senior Associate, KI Solutions, Coimbatore.

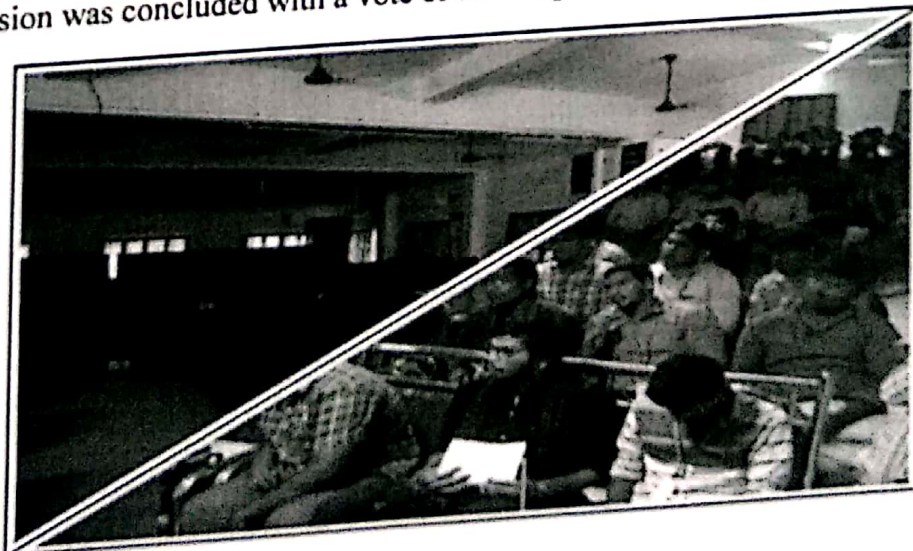
Session 1

Mr. K. Surya, presented the detail plans about the digital marketing and its channel system in India. He explained the channel system that ensures the distribution of the merchandise from the producer to the consumers by passing it through multiple levels. Furthermore, he motivated the students and explained various channel system with its merits and demerits for better marketing.

Session 2

Mr. B. Guna, handled the second session about the referral and video marketing which becoming the predominant way through which goods and products are delivered to the end users. He added the important function about the marketing channel system which covers the transactional, logistical and facilitating.

Finally, the session was concluded with a vote of thanks given by Dr. A. Prakash, Head- EDC.



Program Outcomes

Students understood different marketing media and channels to increase the business of a company.