

K.S. RANGASAMY COLLEGE OF ARTS AND SCIENCE
(Autonomous)

K.S.R Kalvi Nagar, Tiruchengode- 637 215
NamakkalDt, Tamil Nadu, India

Department of Commerce - PG
Marketing Past, Present and Future
Date: 17.01.2018

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Department of Commerce & Commerce (CA)

From

To

**The Principal,
KSRCAS,**

Sub: Proposal for Guest Lecture and Request for Permission – Reg.

We have planned to organize a Guest Lecture on “Marketing Past, Present and Future” The programme is useful to B.Com, B.Com (CA) and M.Com (CA) Students. The name of the programme and the details of the expenses are given below:

Dr. D. Muruganatham, MBA, M.Phil., Ph.D
Associate Professor & Head,
Department of Management,
Bharathiar University PG Extension Center,
Erode – 638 001

Topic of the Guest lecture : “Marketing Past, Present and Future”

Date : Third Week of January -2018

Time : 09.30 Am to 12.30 (FN)
: 2.00 Pm to 4.00 Pm (AN)

Venue : A/C Gallery Hall

Expenses	: Honorarium to Chief Guest Rs. 3,000
	Others – Refreshment 300

Total Expenses

Rs. 3,300

We request you grant us permission and sanction the amount from fund contributed by B.Com / B.Com CA and M.Corn CA students.

Thanking you

PRINCIPAL

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R. S. Rangasamy College of Arts & Science
(Autonomous)
TIRUCHENGODE - 637 215
Namakkal-Dt. Tamil Nadu, INDIA

Yours Faithfully,

Sonoff
11/01/2018
K. W. Sonoff
11.1.18

K S RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
TIRUCHENGODE-637 215

Department of Commerce with Computer Applications

From

The Head,
Department of M.Com (CA)

To

Faculty Member & Students
Department of M.Com (CA)

KSRCAS/Commerce (CA)

Date: 11.01.2018


Dear Colleagues,

Sub: Invite to Guest Lecture Programme for "Marketing Past, Present and Future"-reg

This is to inform that Guest Lecture on "Marketing Past, Present and Future " is to be held for the M.Com (CA) student on 17.01.2018 Wednesday (9.30 AM to 4.00 PM) at Kanini Karuththarangam (KSRCT) Dr.D.Muruganandam M.B.A, Ph.D, FDP (IIM,I) Associate Professor, Bharathiar University PG Extension Centre, Erode, will be delivering the lecture. All the students and faculty members are requested to attend the same.


Thanking you,

S. Ramji 11.01.18
Event Co-ordinator
S.Ramji


HoD- M.Com (CA)
Dr.S.Mahes Kumar

Circulated to

1. I-M.Com(CA)
2. II- M.Com (CA)
3. All the Faculty Members of Department of Commerce (CA)-PG


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K.S. Rangasamy College of Arts & Science (Autonomous)
Tiruchengode – 637 215

Department of Commerce & Commerce (CA)

**Cordially invites you for the
Guest Lecture on**

“Marketing Past, Present and Future”

By

Dr. D. Muruganatham, MBA, M.Phil., Ph.D

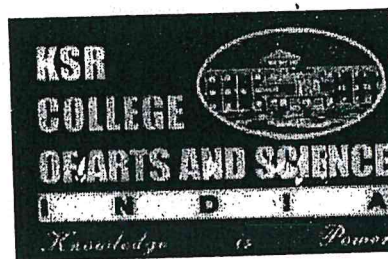
Associate Professor & Head,

Department of Management,

Bharathiar University PG Extension Center,

Erode – 638 001

Venue: A/C Gallery Hall



Date: 17th January 2018

Time: 9.30 Am to 4.00 Pm

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Tamil Nadu, INDIA
Namakkal-Dt.

R E S U M E

Dr.D.Muruganandam
M.B.A, Ph.D, FDP (IIM,I)

18, A Brindha Nagar,
Thindal Medu,
Thindal, Erode – 638 009.
Tamilnadu, India.
Residence: 0091- 424 - 2339297
Mobile : 98425-52729
E-mail: murugudurai@gmail.com

Educational Qualifications

S. No	Degree/ Diploma/ Certificate obtained	University/ Institution	Year of Passing	Specialize d Subject	% of marks
1	PhD (Marketing)	CIMAT, Coimbatore Bharathiar University	2008	Management	Highly Commended
2	M.B.A (Marketing)	RVSIMSR, Coimbatore Bharathiar University	2011	Marketing & HR	74
3	M.B.A (Human Resources)	PSG Institute of Management, Coimbatore Bharathiar University	1997	Marketing	59
4	B.B.M	PSG College of Arts and Science, Coimbatore Bharathiar University	1995	Business Management	58
5	XII	BharathiVidyaBhavan, Erode State Board	1991	--	84
6	X	BharathiVidyaBhavan, Erode Matriculation Board	1989	--	59.5

Professional Experience

S.No	Post held	Duration		Name of the Institution
		From	To	
1	Associate Professor	04.9.2015	Till Date	Bharathiar University PG Extension Centre, Erode
2	Associate Professor	1.6.2012	02.09.2015	Kongu Engineering College, Perundurai
3	Director	1.7.2010	31.3.2011	GEM Business Academy, Gobichettipalayam
4	Director	1.7.2008	15.6.2010	M.P.N.M.J Engineering College, Chennimalai, Erode
5	Professor	7.9.2007	14.6.2008	Karpagam College of Engineering Coimbatore
6	Professor and Head	17.6.2005	21.8.2007	Nandha Engineering College, Erode
7	Lecturer	2.6.1999	16.6.2005	Kongu Engineering College, Perundurai

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TIRUCHENGODE - 637 215

DEPARTMENT OF COMMERCE - PG

Marketing Past, Present and Future

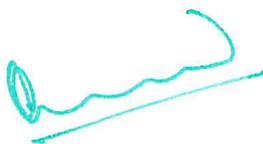
List of Participants

Sl.No	Name	Class & Course	Signature
1.	AKSHAYA.T.M	II M.Com (CA)	Akshaya.T.M
2.	DHIVYA.M	II M.Com (CA)	Dhivya.M
3.	GURUSAMY.G	II M.Com (CA)	G. Gurusamy
4.	HASSANSARIEF.J	II M.Com (CA)	Hassansarief.J
5.	ELAVARASI.T	II M.Com (CA)	Elavarasi.T
6.	JENIFER.J	II M.Com (CA)	J. Jennifer
7.	KAVIN.S	II M.Com (CA)	K. Kavin
8.	KAVIYA.P	II M.Com (CA)	K. Kaviya
9.	KRISHNAMOORTHY.S	II M.Com (CA)	S. Krishnamoorthy
10.	LOGANATHIAN.R	II M.Com (CA)	R. Loganathan
11.	MANIGANDAN.V	II M.Com (CA)	M. Manigandan
12.	MEENA.M	II M.Com (CA)	M. Meena
13.	MEIYARASI.M	II M.Com (CA)	M. Meiyarasi
14.	MUTHUSAMY.R	II M.Com (CA)	R. Muthusamy
15.	PRAVEEN KUMAR.S	II M.Com (CA)	S. Praveen Kumar
16.	RAJAI.AKSHMIS	II M.Com (CA)	A. Rajai Akshmis
17.	RAMYA.P	II M.Com (CA)	P. Ramya
18.	SANTHIYA.G	II M.Com (CA)	G. Santhiya
19.	SHOWKATHALIKHAN.K	II M.Com (CA)	K. Showkathal Khan
20.	SUGANIA.R	II M.Com (CA)	R. Sugania
21.	SUNDARAPRAKASH.S	II M.Com (CA)	S. Sundaraprasanth
22.	TAMILARASAN.S	II M.Com (CA)	S. Tamilarasan
23.	VIJAYPRIYA.A	II M.Com (CA)	A. Vijaypriya
24.	AJITHKUMAR.V	I M.Com (CA)	V. Ajith Kumar
25.	ARAVINTHRAJ. D	I M.Com (CA)	D. Aravindhraj
26.	DEEPA. R	I M.Com (CA)	R. Deepa
27.	DIVYA .S	I M.Com (CA)	S. Divya
28.	ELAVARASI.P	I M.Com (CA)	P. Elavarasi
29.	HARIHARAN .V	I M.Com (CA)	V. Hariharan
30.	JAGADEESHWARAN .S	I M.Com (CA)	S. Jagadeeshwaran
31.	JEEVITHA.P	I M.Com (CA)	P. Jeevitha

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Sl.No	Name	Class & Course	Signature
32.	KAMALI.K	I M.Com (CA)	Kamali.K
33.	KARTHIK. M	I M.Com (CA)	Karthik.M
34.	KEERTHIGA.S	I M.Com (CA)	keerthiga.s
35.	KIRUPAKARAN .M	I M.Com (CA)	Kirupakaran.M
36.	MANIKANDAN.S	I M.Com (CA)	Manikandas
37.	NANDHINI .S	I M.Com (CA)	Nandhini.S
38.	PARKAVI. V	I M.Com (CA)	Parkavi.V
39.	PAVITHIRA.R	I M.Com (CA)	Pavithra.R
40.	RAGU.G	I M.Com (CA)	Ragu.G
41.	RANJITH KUMAR.R	I M.Com (CA)	Ranjith.Kumar
42.	SASIKUMAR .M	I M.Com (CA)	Sasikumar.M
43.	SELVAKUMAR .T	I M.Com (CA)	Selvakumar.T
44.	SOUNDARRAJAN.K	I M.Com (CA)	Soundarajan.K
45.	SURIYA. M	I M.Com (CA)	Suriya.M
46.	YOKESH. C	I M.Com (CA)	Yokesh.C

S. Ponjy
17.1.2018
(Co-ordinator)



Sarath
HOD 17/01/2018



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TIRUCHENGODE - 637 215

DEPARTMENT OF COMMERCE - UG

Marketing Past, Present and Future

List of Participants

Sl.No	Name	Class & Course	Signature
1	ABARANJITHA.B	III.B.Com	Abaram Th. B
2	ABSARI.B	III.B.Com	Abeari
3	ADAMS DEVARAJ.J	III.B.Com	ad
4	AJAYSHYAM.M	III.B.Com	Ajay S
5	ANISHA.J	III.B.Com	Anisha J
6	BALAMURUGAN.S	III.B.Com	Bala B
7	BALASUBRAMANIAM.D	III.B.Com	Balasubramaniam D
8	BHARATH.P	III.B.Com	Bharath
9	BHUVANESHWARI.J	III.B.Com	Bhuva
10	BOOPATHIRAJ.S	III.B.Com	Boop
11	DEEPIKA.M	III.B.Com	H. Deepika
12	DINESHKUMAR.M	III.B.Com	Dinesh Kumar
13	DIVAKAR.K	III.B.Com	Div
14	GANESAN.S	III.B.Com	Ganesan
15	GAYATHRI.S	III.B.Com	Gayathri S
16	GIRI.S	III.B.Com	Giri S
17	GOKUL.V	III.B.Com	Gokul V
18	GOKULAVANNE.S.M	III.B.Com	Gokulavanne S.M
19	INDHUMATHI.S	III.B.Com	Indhumathi
20	INIYANSAMPATH.T	III.B.Com	Iniyansampath T
21	JANARTHANAN.M	III.B.Com	Janarthanan M
22	KARTHIK VADIVEL.V.B	III.B.Com	Karthik
23	KARTHIKEYAN.B	III.B.Com	Karthikeyan B
24	KARTHIKEYAN.P	III.B.Com	Karthikeyan P
25	LOGANATHAN.P	III.B.Com	Loganathan P
26	LOGANATHAN.S	III.B.Com	Loganathan S
27	MOHANRAJ.P	III.B.Com	Mohanraj P
28	MUKESHKANNA.T	III.B.Com	Mukesh
29	NANDHAKUMAR.V	III.B.Com	Nandhakumar V
30	NAVEEN.M.K	III.B.Com	Naveen
31	NELSON MARK D' MONTE.S	III.B.Com	Nelson
32	PAVITHRA.T	III.B.Com	Pavithra
33	PRIYADHARSHINI.S	III.B.Com	S. Priya Dharshini
34	RAGUNATH.M	III.B.Com	Ragunath M
35	RANJIT.S	III.B.Com	Ranjit S
36	SABAPATHI.D	III.B.Com	Sabapathi D
37	SABAREESH.M	III.B.Com	Sabarash
38	SABAREESH.P	III.B.Com	Sabarash
39	SASIKUMAR.M	III.B.Com	Sasikumar M
40	SUMANT KUMAR.S	III.B.Com	Sunakul

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Tamil Nadu

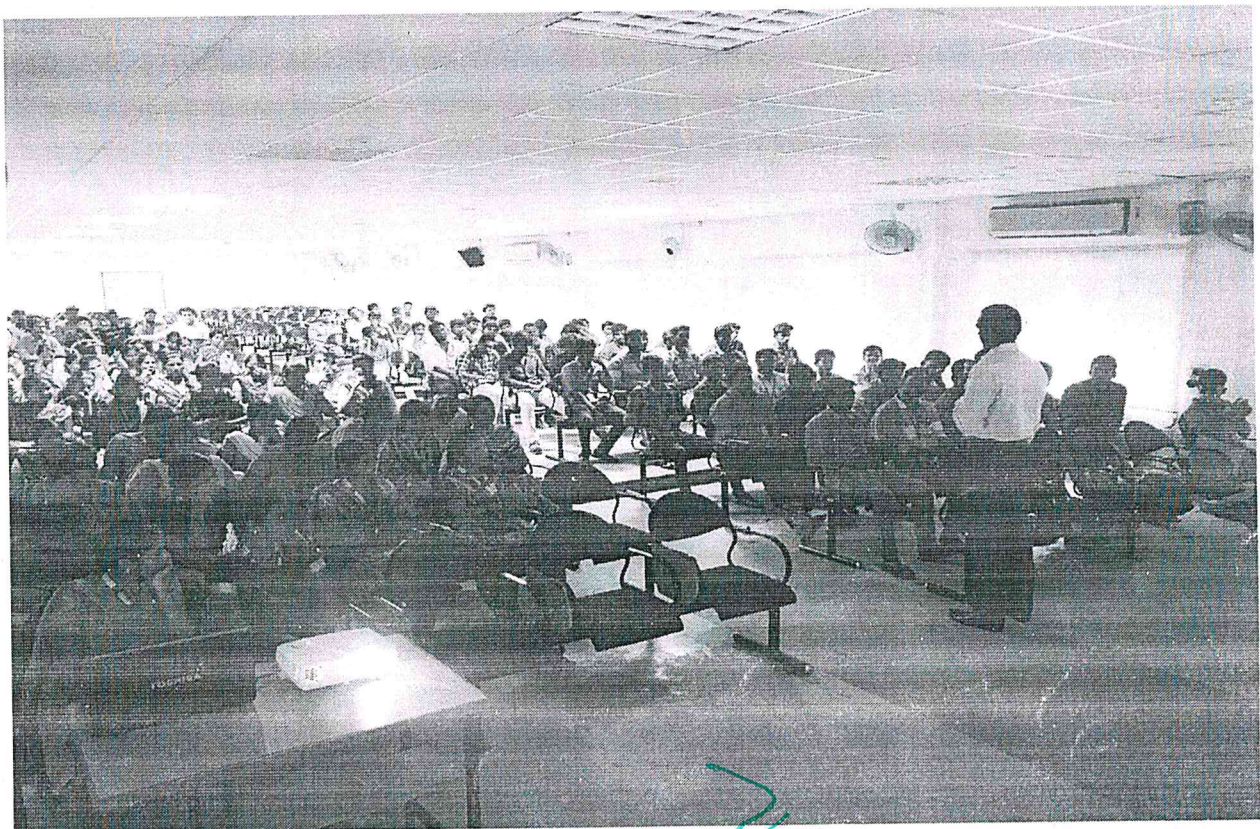
41	SUNDAR.V	III.B.Com	Sundar.
42	SURESH.S	III.B.Com	Suresh.
43	SUVETHA.N	III.B.Com	Suvetha.
44	THANGAM.G	III.B.Com	Thangam.
45	VIDYAPRIYA.M	III.B.Com	VidyaPriya.
46	VIGNESHWARAN.P	III.B.Com	Vignesh.

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K. Vignesh
HOD

Marketing Past, Present and Future

17.01.2018




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Namakkal-Dt. Tamil Nadu, INDIA

SUMMARY ON MARKETING PAST, PRESENT AND FUTURE

This report presented a brief summary of Guest lecture organized by department of Commerce on "Marketing Past, Present and future" on 17th Jan 2018. The program was started at 4.00 pm, in kanini karuttharangam at K.S.Rangasamy College of Arts and Science (Autonomous) Tiruchengode. The Guest Lecture was started with welcome speech by Dr. Ramji expressed his gratitude towards the guest and welcome the audience members and Admirable students.

The present lecture was based on Marketing past, present and future and it was presented by Dr. D. Muruganantham, Assistant professor and head, Department of Management, Bharathiyar University PG Extension Centre, and Erode. The resource person, who had started his lecture about Current marketing definition and theme, which means marketing, creates a value for a thing or things to satisfy the customer and expect certain return for the product. In addition to that the speaker has explained per capital income which means, his slide exposed every individual's income in a year in India. The average per capital income of India in the past year, there are in

2014-2015	→	74,193
2015-2016	→	93,293
2016-2017	→	1, 03,219

When compared the level of income in the past decades, it was raised by uncountable. By this statement India has been ranked the 7th position in new world health report on world's wealthiest countries.

In that mean while, the resource person has explained the term IMAI, that abbreviation is internet and mobile Association of India. By this the speaker conveys one additional information was India hold second position in terms of number of internet users next to USA. In India, Indians were using 75% of internet Approximately 460 Million users and the largest online services, and also the speaker explained the marketing field, the internet access just for 26% of the total population in India. In the year 2016, there are 69 million users are purchased the products and services through online, but it will crossed 100 million in the current year of 2017. The speaker also explained TRAI, which means Telephone Regulate Authority of India, in that there are 40% of the internet users to use internet for their shopping.

Finally the speaker exposed the latest topic in current trend in marketing. By this the speaker gave the detailed lecture regarding that,

- Middle class people only connected with the global marketing.

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