



Marketing Sparks

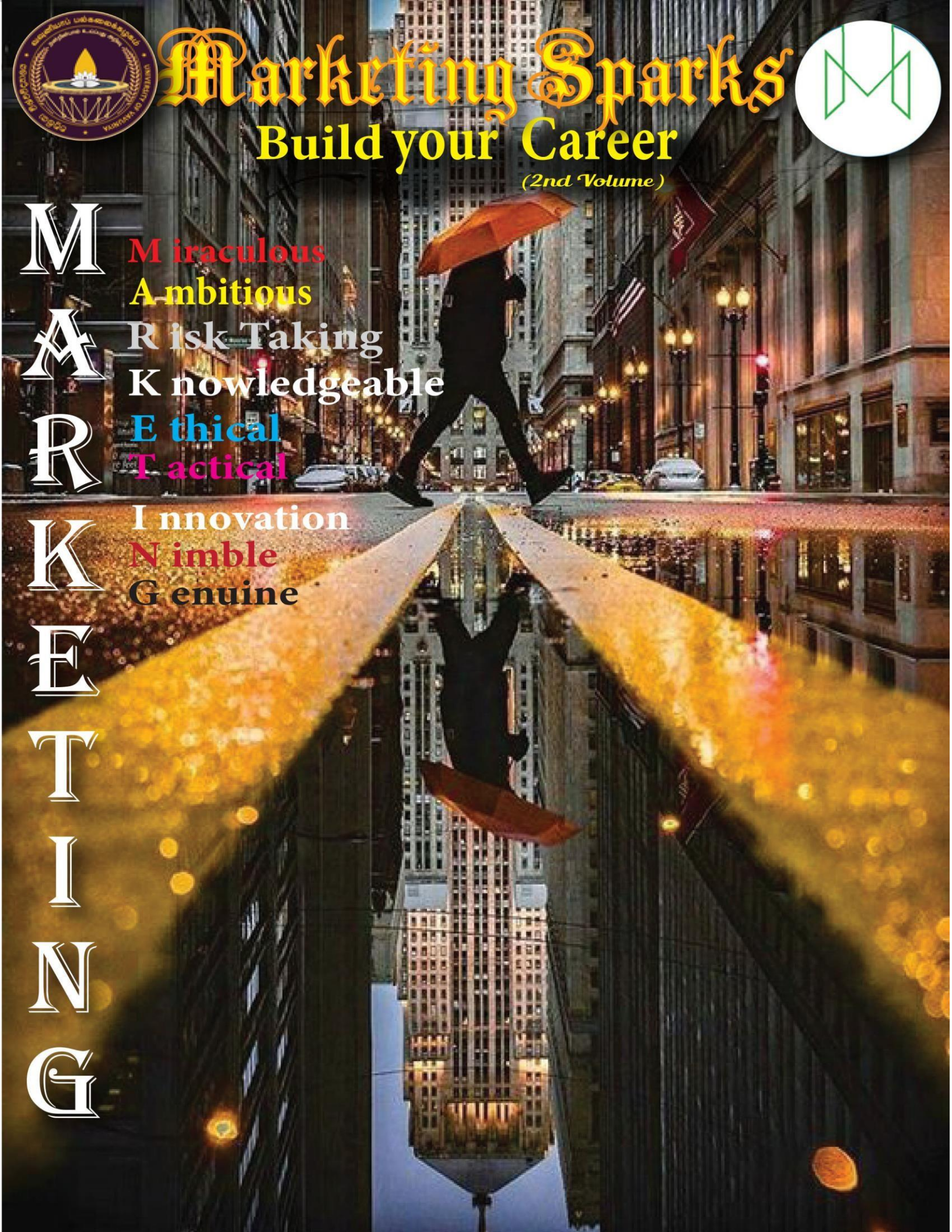
Build your Career

(2nd Volume)



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Miraculous
Ambitious
Risk Taking
Knowledgeable
Ethical
Tactical
Innovation
Nimble
Genuine





Marketing Sparks - 2023

2023

Vol.02

**Department of Marketing Management
Faculty of Business Studies
University of vavuniya**

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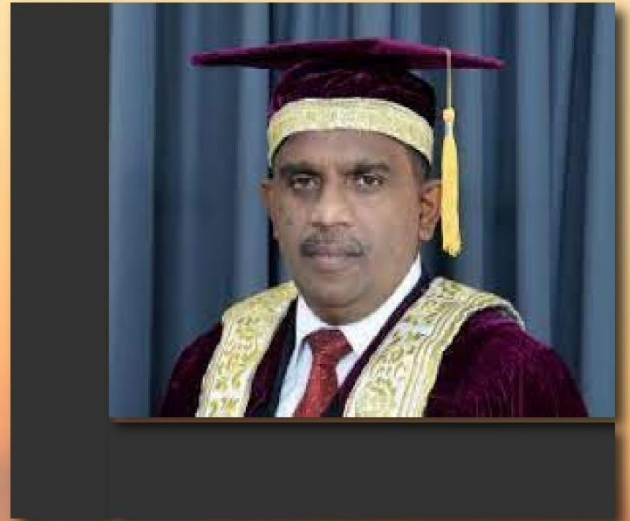
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Inside



Message From the Vice-Chancellor Prof. T. Mangaleswaran



I am delighted to extend my heartfelt congratulations on the successful publication of the Magazine of the Marketing Club, Department of Marketing Management, Faculty of Business Studies of the University of Vavuniya.

Your magazine serves as a bridge between theoretical knowledge and real-world applications in the dynamic field of marketing. Each page reflects your dedication to exploring innovative strategies, embracing emerging trends, and delving into insightful analyses.

As a Vice Chancellor, I am immensely proud of the Marketing Club's accomplishments and the role you play in enhancing the academic and professional landscape of our institution.

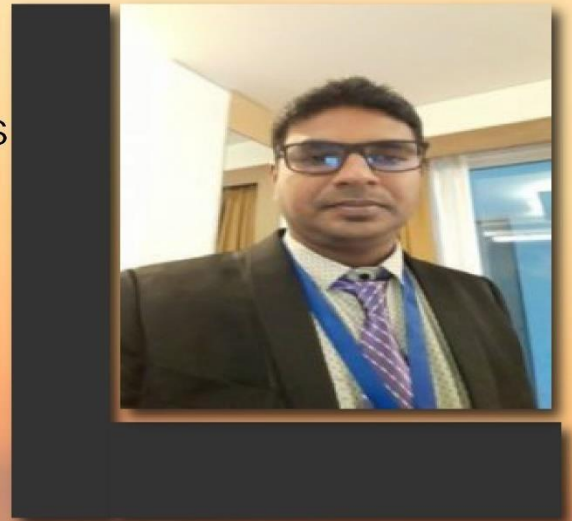
I extend my gratitude to each contributor, editor, designer, and everyone involved in bringing this magazine to life. Your collective efforts have culminated in a publication that showcases your passion, talent, and dedication.

Congratulations once again, and I eagerly anticipate the future contributions you will make to our university and the world of marketing.

Message From the

Dean / Faculty of Business Studies

Prof. Y.Nanthagopan



I am pleased to send a congratulatory message on the second volume of the Marketing Club's Marketing Sparks student magazine, Department of Marketing Management, Faculty of Business Studies. This magazine has a number of valuable articles, all from marketing students and academic staff. This brings out the talents of the students that all students can use to read and gain a good understanding of marketing management theories and applications. In addition, it consists of many thoughts and creations of the students.

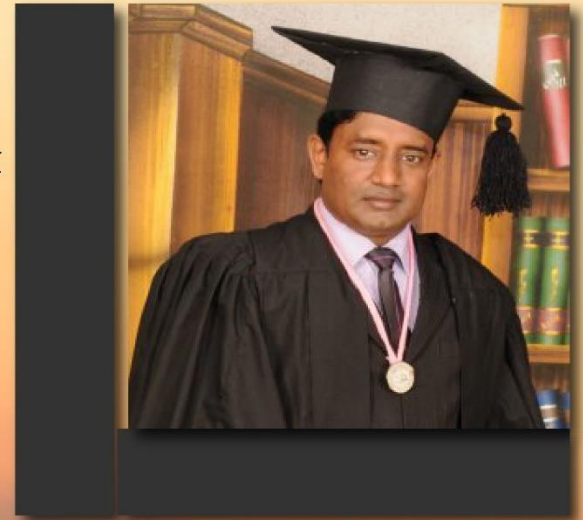
The marketing club was established in 2021 at the faculty. The club organizes many student activities such as seminars, awareness programs, career guidance programs, community outreach activities, etc. In addition, the club commenced publishing magazines the last year and shows continuous progress in adopting beautiful creations.

I congratulate the chief editor and all the other members of the publication committee for issuing this second volume of Marketing Sparks.

Message From the

Head of the Department of Marketing Management

Mr. S. A. Jude Leon



It is my great pleasure to write a message to the 2nd annual magazine “Marketing Sparks” published by the Marketing Club of the Department of Marketing Management in 2023. Marketing Sparks is a holistic one from the Marketing Club as it contains marketing and business-related articles, creative writing, marketing club activities, and future enhancements. Students provide their maximum output in writing articles for this magazine which triggers their abilities in article writing, participation, and knowledge-sharing. This magazine paves the way for all students to develop a high-caliber personality. The Department of Marketing Management feels proud to produce “Marketing Sparks” to fulfill the requirements for the latest updates in the field of marketing and business.

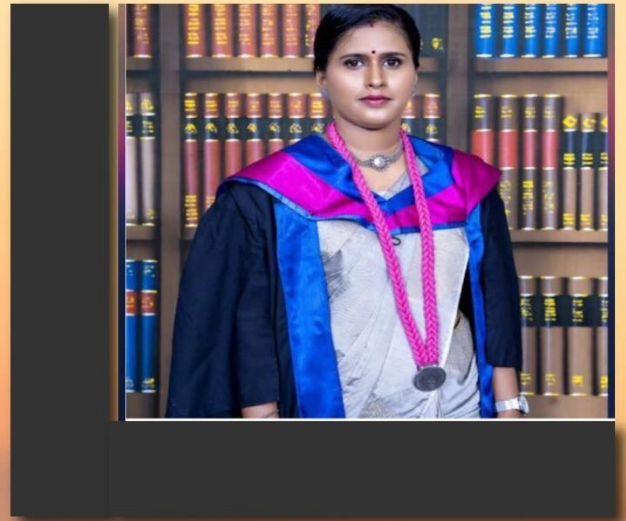
I wish to grab this opportunity to congratulate and thank all the members of the Marketing Club who sacrifice their time for the sake of Marketing Sparks. This magazine will tangibilize the footprints of the Marketing Club and the Department of Marketing Management in the history of the University of Vavuniya. I hope this magazine will be a valuable treasure for future reference. As the Patron of the Marketing Club, I am delighted with the evolutionary moves of “Marketing Sparks” year by year.



Message From the

Senior Treasurer

Mrs.V.Kajanthy



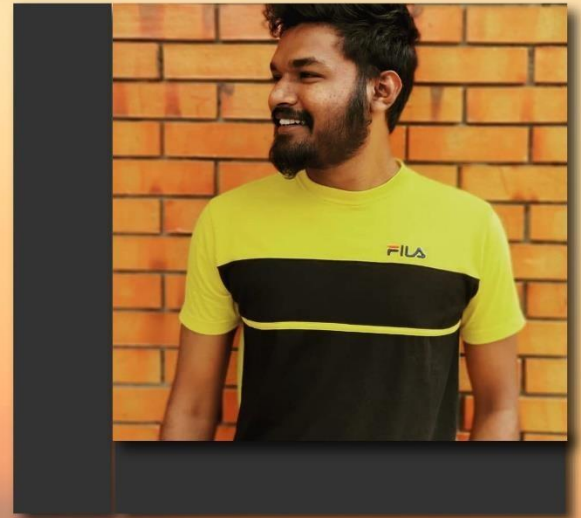
I am delighted to add my heartiest congratulations to the Marketing Club on the publication of the second volume of its annual magazine, “Marketing Sparks” . Students are the source of energy and power they have innovative thinking and creative thoughts which they can face any challenge brilliantly. Therefore, it is a great platform for the Marketing Management specialization students to showcase their creative abilities, through articles. This magazine is a mirror reflecting the creativity of young minds of students. I hope that such endeavor would continue in future as well. I look forward to reading your next volumes.



Message From the

Marketing Club President

Mr. Shenelka Gimhan



I hope this message finds you all in good health and high spirits. As the President of our esteemed Marketing club, I wanted to take a moment to express my heartfelt gratitude for your unwavering dedication and enthusiasm.

Our club has thrived not only due to the passion each of you brings to our shared interests, but also because of the strong sense of community that binds us together. Your active participation, whether it's attending events, contributing ideas, or fostering camaraderie, is what truly sets us apart.

As we move forward, I encourage you to continue being the driving force behind our marketing club success. Your involvement shapes the direction we take, the experiences we create, and the impact we have on both our members and the broader community.

If you have any suggestions, feedback, or aspirations for our club's future, please don't hesitate to share them. We are committed to ensuring that our club remains a space where your voices are heard and your visions are realized.

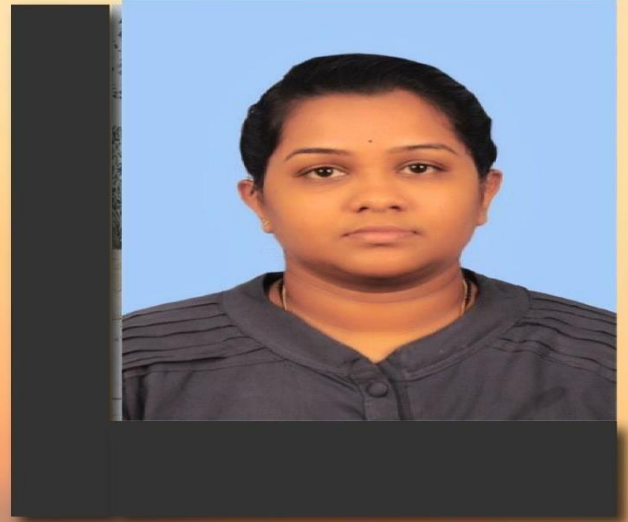
Thank you once again for your dedication and commitment. Together, we can achieve even greater heights and create lasting memories.



Message From the

Editor

Ms.J.L.Jensika



Marketing club is involved in various creative activities in Faculty of Business Studies, University of Vavuniya. As a marketing student, I am very happy with the publishing of Spark Marketing magazine. The magazine consists of innovative articles collected from students who study in the field of marketing Management. There is no doubt that this will be a useful publication which will give benefits to many categories of readers such as students, academics, marketers etc. I congratulate each and every one who put their valuable efforts and hard work in publishing this annual magazine. It is my wish that efforts and creations will not stop here and grow to include many more. As the editor of the Marketing club, I kindly invite my juniors to join hands to this kind of constructive club activities because I am sure it will bring you confidence and great experiences. I extend my best wishes for the next steps of our club.





Building Customer Satisfaction

P.A.Sathyangani

The customer, in marketing, the customer is a very important party. Marketing also depends on the customer, without the customer there is no marketing, so customer satisfaction is a very important concept. Therefore, every organization should build satisfaction in its customers in its organization. What is customer satisfaction, let's first consider it, as I think customer satisfaction is a degree of ways satisfied your clients are together along with your product or service. And for plenty businesses, it's the distinction among a fulfillment and a failure—no pressure. If you requested a batch of enterprise owners, “How would you define customer satisfaction?” you will maximum probable get a group of various answers. One factor is certain: High client pride method clients are satisfied and enterprise.

So how will can build customer satisfaction in today's purchaser-centric world? These are a few popular guidelines that follow to all businesses, regardless of their length or industry.

Collect client remarks: To higher recognize your clients' needs, you want to pay attention to them and recognize what they want. By the use of surveys, you can degree client delight and find out what product upgrades your client's request.



Building Strong Brand

Maneesha Roshini

In today's highly competitive market, building a strong brand name is essential for businesses to succeed. A brand is more than just a name, logo, or slogan; it represents the reputation and identity of a company. In this article, we'll discuss essential tips and strategies for building a strong brand name. First, let's define what we mean by a "strong" brand name. A strong brand name is one that is memorable, recognizable, and evokes positive emotions and associations. It's a name that consumers trust and are loyal to.

So, how can a company build a strong brand name? The following tips and strategies can help: **Know your target audience:** To build a strong brand name, you need to understand who your target audience is and what they want. Conduct market research to gain insights into your audience's needs, preferences, and behaviors. **Develop a unique value proposition:** A strong brand name is built on a strong value proposition—a clear statement of what makes your brand unique and valuable. Develop a value proposition that sets your brand apart from competitors and resonates with your target audience.

Create a compelling brand story: A brand story is a narrative that connects your brand with your target audience. It should be authentic, emotional, and engaging. Use your brand story to communicate your values, mission, and personality. **Design a memorable brand identity:** Your brand identity includes your logo, colors, typography, and visual style. It should be visually appealing, memorable, and consistent across all platforms and channels.



TIK TOK MARKETING.

V.U. Wijesinghe



The power of TikTok cannot be underestimated. As a small business owner, you are probably always looking for new ways to reach potential customers and grow your business. If you're wanting to increase sales through your social media marketing, TikTok is a great channel to do so. The platform is on track to gain 9.6 million social buyers this year, making it the third most popular social commerce channel. 49% of TikTok users have said they've purchased a product or service from a brand after seeing it featured on TikTok. The hashtag [#] has also been extremely popular, with users showing off products they bought fully due to the fact that they discovered it on TikTok.

How to use TikTok to grow your brand.

1. Define your TikTok audience

TikTok has 500 million users worldwide with the majority of them aged between 16 & 24 years old

2. Create quality TikTok video

Create exciting, creative, and youthful content.

3. TikTok influencer marketing

Collaboration on a video or series of videos that spotlight your brand exclusively.






Retail Branding In The New

Digital Age

S.H.C.N.Gunarathne

The traditional retail industry and related business models have gone through a significant phase of disruption. The rapid emergence of e-commerce and the evolution of social media platforms as digital shop fronts continue to shake up the industry. Amidst all these changes, the retail brand has also acquired a new meaning.

The emergence of e-commerce as an industry has shifted the focus of retail branding from physical stores to cross-channel consistency around visual identity, generating perceptions, positioning communications and improving customer experience. overall brand equity. In today's world, retail branding Addresses the two key challenges of online vs. offline brand expectations and technology vs. emotional expectations.



communication across all possible touch points. Touch points have proliferated from mere physical stores to online buying channels available on multiple platforms and devices (desktops, laptops, tablets and smartphones). In addition to buying channels, retailers also need to maintain a continuous online presence for visibility and reinforcement of key positioning elements. Fragmentation and proliferation of media vehicles and the emergence of social media as e-commerce platforms (Twitter, Instagram, Pinterest, Snapchat, Tumblr etc.) means that retailers have more touch points to manage.

Retail branding in the digital age needs to be anchored in a deep understanding of consumer behavioural patterns and the ability to identify real disruptive trends over fads and one-night wonders. Strong retail brands

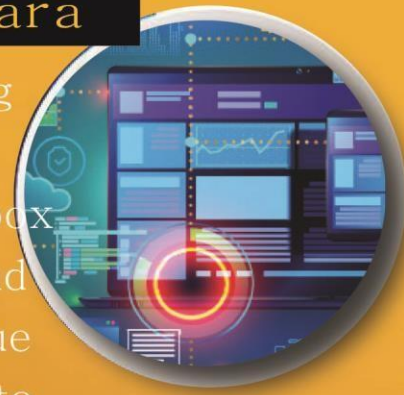
Creativity in Modern Marketing

M. S. Anuththara

Creative marketing is a dynamic approach to promoting products, services, or brands that involves innovative thinking, unconventional strategies, and out-of-the-box ideas. It goes beyond traditional marketing methods and seeks to engage and captivate audiences through unique and memorable experiences. Creative marketing aims to break through the clutter and stand out in a crowded marketplace by creating an emotional connection with consumers. At the heart of creative marketing is the idea of storytelling. It involves crafting narratives that resonate with consumers and evoke powerful emotions. Storytelling can be achieved through various mediums, such as compelling advertisements, interactive campaigns, engaging social media content, or experiential marketing events.

One of the key elements of creative marketing is innovation. It involves thinking outside the box and coming up with fresh and unconventional ideas that challenge the status quo. Innovation in marketing can take many forms, such as using new technologies, leveraging emerging trends, or finding unique ways to solve customer problems.

Creative marketing is an innovative approach, encompassing storytelling, visual design, interactivity, and social media. It seeks to captivate and engage audiences by delivering unique, memorable experiences. Through this strategy, brands can differentiate themselves, forge emotional connections, and make a lasting impact in a competitive market, ultimately leading to marketing success.



Artificial intelligence (AI) technology has become an integral part of our daily lives, from voice assistants like Siri and Alexa to self-driving cars and personalized recommendations on streaming services like Netflix and Spotify. AI technology can help us accomplish tasks more quickly and accurately, automate repetitive tasks, and even personalize experiences to our individual preferences. In this article, we'll explore how AI technology can help us in our day-to-day lives and discuss the advantages and disadvantages of AI. From improving healthcare outcomes to making our homes more efficient and comfortable, AI technology has the potential to revolutionize the way we live. Artificial intelligence (AI) has become a buzzword in recent years. AI is a broad field that encompasses many different areas, including machine learning, deep learning, natural language processing, computer vision, and robotics.

Advantages of AI Technology:

- How AI Technology Can Help Our Day-to-Day Lives:
 - Healthcare: AI technology can help improve healthcare outcomes by analyzing medical data and helping doctors make more informed decisions. For example, AI algorithms can analyze medical images to help detect cancer earlier.
 - Education: AI technology can help personalize learning experiences for students. For example, AI-powered tutoring systems can adapt to a student's learning style and pace.

Evolution of Digital Marketing

M.N.N. Fernando

Digital marketing has greatly changed how businesses reach people and promote what they offer. Over time, it has adjusted to new technology and how people behave. This article will look at important moments and trends in the evolution of digital marketing

The advent of the internet in the late 20th century marked the starting point of digital marketing. Initially, it involved basic online advertising through static banner ads and email marketing campaigns. As the internet became more popular, search engines like Yahoo! and Google appeared. They brought in the idea of search engine optimization (SEO). Businesses understood that ranking well in search results was crucial to being seen and getting more natural visitors to their websites. As the year 2000 neared, social media platforms like MySpace, LinkedIn, and later Facebook transformed digital marketing. Companies saw the chance to connect with customers in a more individual way using social media ads, influencer collaborations, and content marketing. Smartphones sped up this change even more, as they became essential to people, allowing brands to reach them wherever and whenever. In the mid-2000s, content marketing became popular due to blogs and online publications. Businesses began creating useful content to attract and educate their desired audience, positioning themselves as experts in their field. This shift from regular advertising to offering valuable content marked a notable change in how consumers were engaged. The rise of video

Applying the Customer Emotions to Boost Brand Loyalty

K.P.A Thamodha Ranathunga

Attracting customers emotionally is a powerful strategy that can create strong brand connections and loyalty. When individuals feel emotionally connected to a brand, they are more likely to engage with it, become repeat customers, and recommend it to others. This article will explore effective ways to attract customers emotionally.

Understand Your Target Audience: It's critical to recognise clients' needs, desires, and pain spots in order to emotionally appeal to them. Conduct market research, analyse customer data, and construct buyer personas to obtain insights into their intentions and emotions. This knowledge will enable you to adjust your messaging and experiences to effectively engage with their emotions.

Evoke Positive Emotions: To create a favourable association with your brand, capitalise on positive emotions like joy, happiness, inspiration, and surprise. Highlight the benefits and positive results that customers might expect from choosing your brand might be a significant factor to consider.

Use Visual Imagery: Visuals have a significant impact on evoking emotions. Choose images, videos, and design elements that resonate with your target audience's emotions and values. Colours, compositions, and visual storytelling approaches should all correspond to the emotional response you wish to evoke. Visuals should elicit the desired emotions before buyers read the associated content.

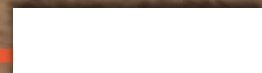
Successful Marketing Strategies for Pizza Hut

W.M.A.N.Wanninayaka

Pizza Hut, one of the world's largest pizza restaurant chains, has successfully employed a variety of marketing methods to reach and engage its target audience. Pizza Hut's marketing strategies have contributed to its brand recognition and customer loyalty from traditional advertising to digital campaigns and innovative promotions. This article will explore some of the key marketing methods used by Pizza Hut.

As traditional advertising channels Pizza Hut is optimizing television, radio, and print media to reach a wide audience. They have created memorable and catchy commercials that showcase their pizzas, highlighting their taste, quality ingredients, and customization options. These advertising frequently use humour and relevant events to attract the attention of viewers and establish a favourable brand image.

Pizza Hut has been adopting social media platforms and digital marketing in recent years to connect with its customers in a more engaging and exciting way. They actively engage with their audience through contests, surveys, and user-generated content campaigns on social media sites like Facebook, Twitter, Instagram, and YouTube, where they post mouthwatering pizza images, offers and user-generated content campaigns.





ENTREPRENEUR'S



Are you ready to dive into the world of entrepreneurship and start making money quickly? In this concise guide, we'll explore some strategies to help you kickstart your journey to financial success. Remember, while these approaches can yield fast profits, they still require dedication, effort, and a well-thought-out plan.



GUIDE TO QUICK PROFITS

Identify a Niche Market ,Discover an untapped market segment with a pressing need. Whether it's a unique product or service, catering to a specific audience can set you apart from competitors. Research thoroughly to understand your target customers and tailor your offerings to their demands.



Social Media Management

Help businesses establish an online presence by managing their social media accounts. Engage with followers, create content, and implement strategies to increase their visibility and customer engagement



Freelancing and Gig Economy Leverage your skills by freelancing in areas such as writing, graphic design, programming, or digital marketing. Platforms like Upwork, Fiverr, and TaskRabbit connect you with clients seeking your expertise, allowing you to earn money swiftly.



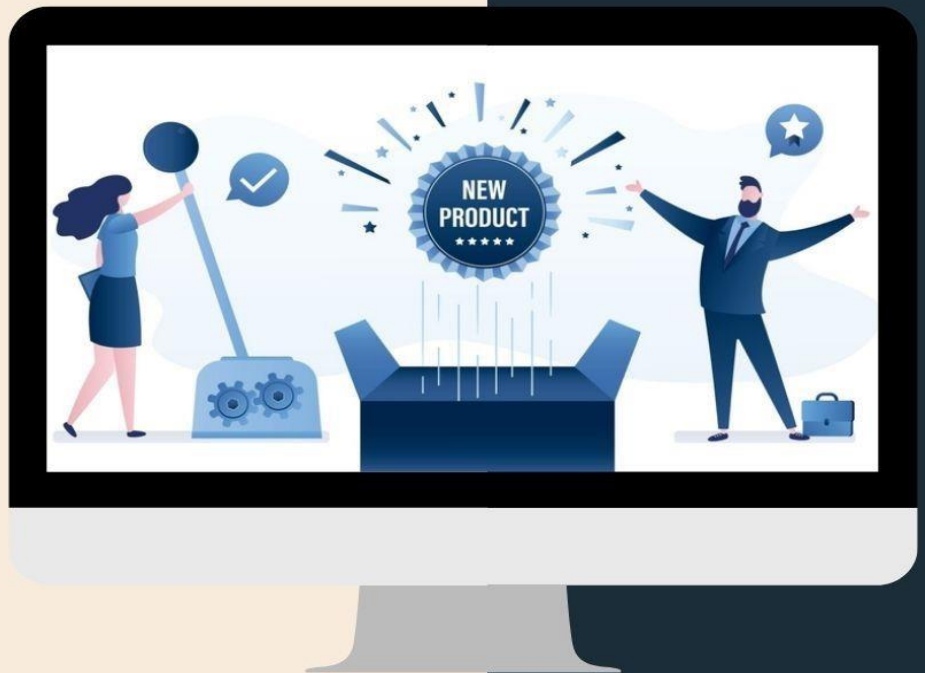
Quick Profits

Affiliate Marketing Promote other companies' products through affiliate marketing programs. When customers make purchases using your referral links, you earn a commission. Utilize social media, blogs, or websites to maximize your reach.

Rental Services If you have valuable assets like cameras, equipment, or even living spaces, consider renting them out. Peer-to-peer rental platforms make it easy to connect with potential renters, generating income from your unused possessions



Remember, while these methods can generate quick profits, long-term success often requires sustainable strategies and a commitment to delivering value to your customers. Stay adaptable, keep refining your approach, and don't be afraid to explore new opportunities along the way. With determination and a well-executed plan, you can turn your entrepreneurial aspirations into a profitable reality.



MODEL

SMILE

MARKETING

TOP 10

Selling methods

Special

Its grow your sales and
profit

Page 18

SMILE MARKETING

THE POWER OF SMILE MARKETING

In the world of business and marketing, there's a strategy that transcends demographics, industries, and cultural boundaries — Smile Marketing. This captivating approach goes beyond traditional advertising techniques to leave an indelible mark on customers and clients.

At its core, Smile Marketing is about more than just selling a product or service; it's about creating memorable experiences. Picture a brand that not only meets your needs but also leaves you with a genuine smile, a warm feeling, or a sense of delight. This is the essence of Smile Marketing



THE MOST
POWERFUL
WEAPON FOR
NETWORKING
SUCCESS IS YOUR
SMILE



"THE QUESTION IS WHAT ABOUT WEARING SUNGLASSES AT NIGHT?"

This strategy leverages the power of positive emotions. It revolves around the idea that a genuine smile, whether from a friendly customer service representative, a heartwarming ad campaign, or a thoughtfully crafted social media post, can build trust and loyalty like nothing else. It's about connecting with people on a human level, transcending the transactional nature of business.

Smile Marketing can manifest in various forms. It might be a personalized thank-you note from a company after a purchase, a heartwarming video showcasing the impact of a nonprofit's work, or even a humorous advertisement that brightens your day. Whatever the medium, the goal is the same: to make people smile and forge a deeper emotional connection.

Why Important



Reason to

Biodiversity Richness: Sri Lanka boasts remarkable biodiversity with numerous endemic species of flora and fauna. The island is home to diverse ecosystems, including rainforests, coastal wetlands, and savannahs.



Cultural Preservation

Eco-tourism often emphasizes the preservation of indigenous cultures and traditions. In Sri Lanka, this includes showcasing the rich cultural heritage of various ethnic groups, fostering pride among local communities, and preventing the erosion of traditional ways of life.

Economic Benefits

Eco-tourism creates employment opportunities for local communities, particularly in rural areas. By involving these communities in responsible tourism activities like guiding, accommodations, and handicraft production, eco-tourism can contribute to poverty reduction and economic development.

ECO TOURISM



WHAT IS THAT

Developing Eco tourism in Sri Lanka involves creating an environment that both preserves the country's rich biodiversity and offers tourists unique and sustainable experiences in the midst of its natural beauty. Here are some main aspects to consider:

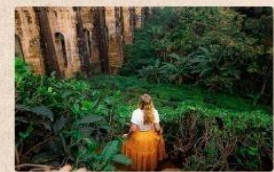
MAIN ASPECT

Eco-friendly Accommodations = Develop eco-friendly lodges, treehouses, and glamping sites that blend into the natural surroundings. Use sustainable building materials and renewable energy sources to minimize the impact on the environment.

Nature Trails and Hiking = Establish well-maintained nature trails and hiking routes, complete with informative signage and local guides. These can lead to scenic viewpoints, waterfalls, and wildlife observation areas.



HOW



Bird Watching = Promote bird watching with designated areas and birding guides. Sri Lanka is a hotspot for bird diversity, making it a significant attraction for bird enthusiasts.



STUDENT'S Achievement



Russia Tour

They embarked on a journey to Russia with unwavering determination, their hearts aflame with the passion for sports. Their mission was clear: to showcase their unyielding strength and dedication in pursuit of their athletic dreams. With every training session, every early morning run, and every drop of sweat shed, they carved a path towards their goal. Through discipline and hard work,

Dedication

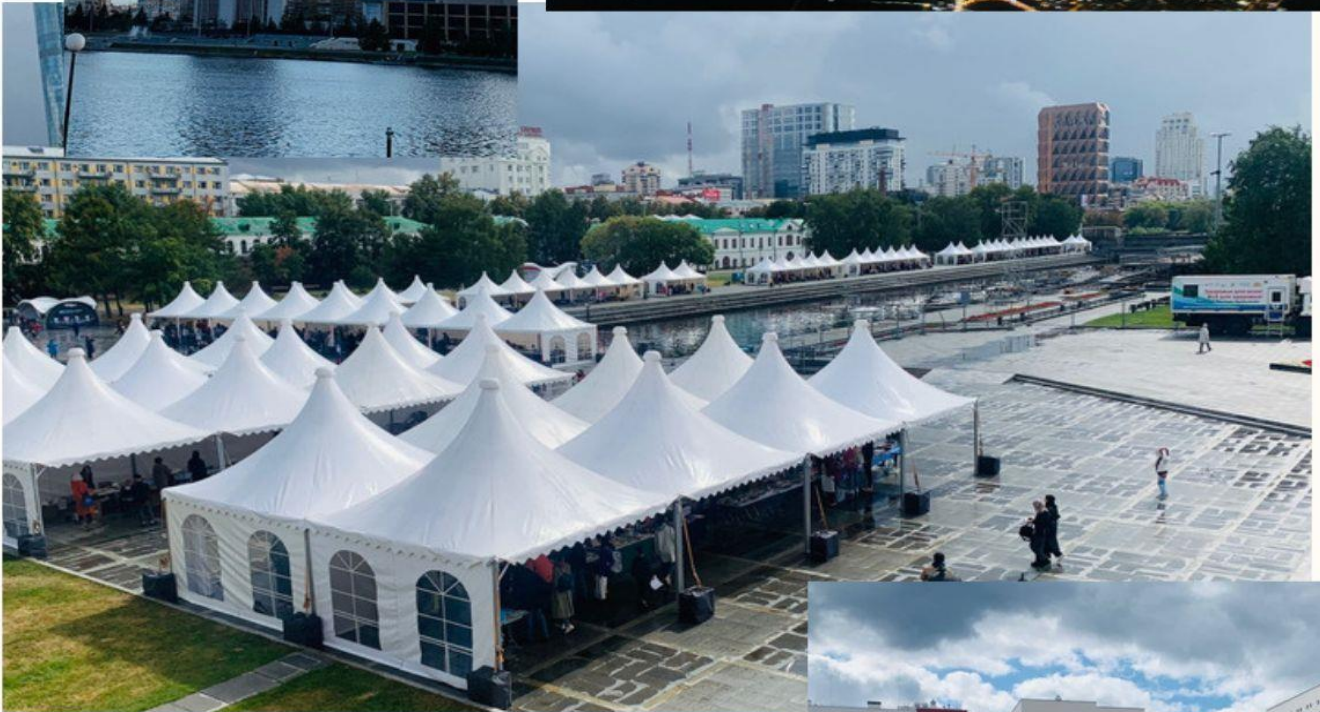
they aimed to not only achieve personal triumph but also to inspire others with their relentless commitment to the world of sports. Russia became the backdrop for their unwavering journey, where their resilience and dedication would shine brightly on the global stage.



Wishes

The Marketing Department at the University of Vavuniya is immensely proud of these dedicated athletes and wishes them the very best in their endeavors. Their unwavering commitment to sports and their relentless pursuit of their goals serve as an inspiration to us all.





DEPARTMENT OF BUSINESS STUDIES UOV MARKETING ACTIVITIES

PERFORMANCE

The Marketing Club's performance this year has been nothing short of exceptional. Our members have shown remarkable dedication, creativity, and teamwork in all our activities and initiatives.

BEST

New Chapter
Achievements

These activities not only enhance members' marketing knowledge and skills but also foster a sense of community and collaboration among aspiring marketers.

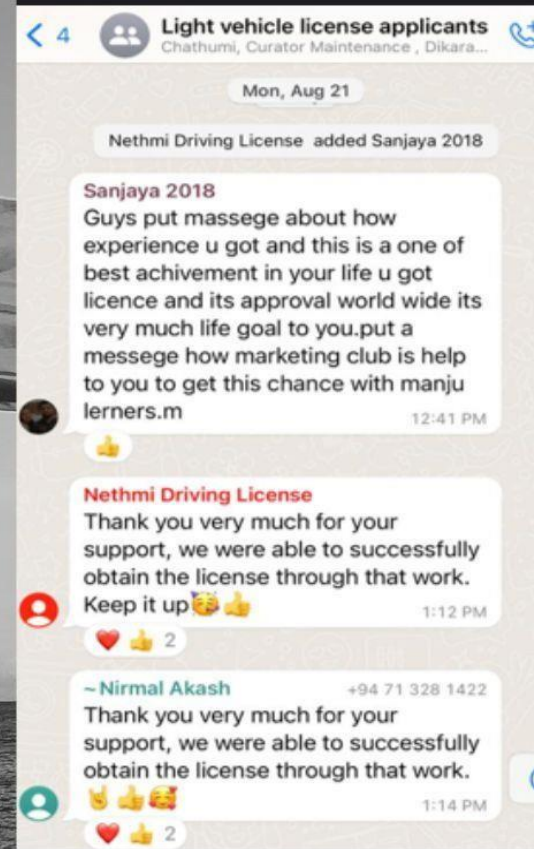
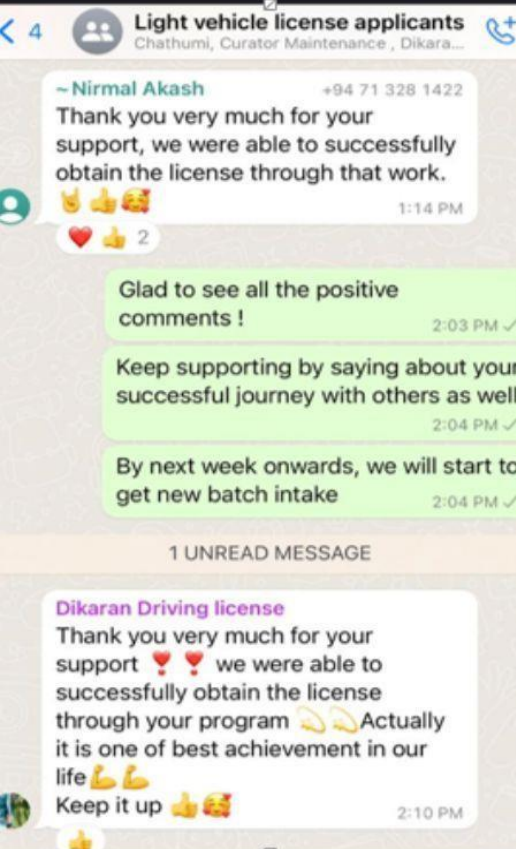
From the Marketing Club Students are able to meet their qualifications.



MANJU LEARNERS PROGRAMME



Success



SOCIAL MEDIA MARKETING



○○○○

SOCIAL MEDIA MARKETING

WEBINAR

 **MONDAY**
17 APRIL

 **TIME**
5.00 PM - 6.00 PM

Medium: Sinhala & Tamil

D M R DISSANAYAKE

Roy's Villa Hostel
Social Media Community Manager

JOIN ON THE DATE

 ID : 3117052951

○○○○

01 WEBINAR

MARKETING CLUB



LOTTERY RAFFLE DRAW



Raffle Drawing may not be the first thing that comes to mind when you think of marketing, but it's a clever way to combine marketing principles with the thrill of winning.



2023

The Marketing Club at the University of Vavuniya is known for its innovative and engaging activities that not only enhance marketing skills but also foster a sense of community. One such exciting tradition is the annual Raffle Drawing event, which has become a much-anticipated highlight on the club's calendar



Of course, what makes the Raffle Drawing truly special are the prizes. These prizes are carefully chosen to resonate with students, from the latest tech gadgets to gift vouchers for local eateries and even coveted internship opportunities with renowned companies. The prospect of winning such prizes adds an extra layer of excitement to the event.

Beyond the excitement of winning, the Raffle Drawing brings students and faculty members together. It's a time when the entire university community can participate, support the Marketing Club's initiatives, and share in the anticipation of the lucky draw. This sense of togetherness is a testament to the club's ability to build a vibrant and inclusive community.



Lottery Raffle Draw



02. WEBINAR

SERIES OF WEBINAR
Webinar 1. "Facebook Ads Manager and Facebook Ads Campaign"

10TH MAY
7.00PM TO 8.30PM
Medium Sinhala & Tamil
D M R DISSANAYAKE
Social Media Community Manager
Roy's villa hotel

"Facebook Ads Manager and Facebook Ads Campaign"

On 10th of May, 2023 from 7.00 pm to 8.30 pm.

❖ Resource person: Mr. D. M. R. Dissanayake (Roy's Villa Hotel,)

JOIN ON THE DATE
ID: 3117052951

BY MARKETING CLUB

2023



PLACING DIRECTION BOARDS

Certainly! Placing direction boards strategically around the University of Vavuniya can greatly enhance the campus experience. These boards serve as not just practical tools for wayfinding but also as informative and engaging elements of the university environment. Here's an interesting take on this

But here's the intriguing part - these boards aren't just about telling you where to go. They're about storytelling. Each signpost is a chapter in the grand narrative of our university. It points you not just toward rooms and buildings but also toward opportunities, knowledge, and connections.

Useful Initiation

New Students For fresh-faced newcomers stepping onto campus for the first time, direction boards are like beacons of orientation. They provide clarity in the midst of the unknown, helping them find their classrooms, the library, administrative offices, and recreational areas without the anxiety of being lost.

Visitors Whether it's prospective students, parents, or guests attending events, direction boards offer a warm welcome. These signs offer clear routes to event venues, visitor centers, and specific departments, ensuring that visitors have a smooth and enjoyable experience

Persons with Disabilities Direction boards play an inclusive role by aiding individuals with disabilities. Signage indicating accessible routes, elevators, ramps, and disability-friendly amenities ensure that everyone can comfortably navigate the campus.





Marketing Club

BOOK DONATION

THE MARKETING CLUB'S BOOK DONATION DRIVE



Books created good person

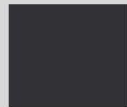
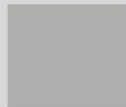
In a heartwarming initiative, the Marketing Club is reaching out to local schools, bringing the gift of knowledge through its Book Donation Drive. In an era dominated by digital screens, this campaign aims to foster a love for traditional reading among young minds.

Our passionate members have gathered a diverse collection of books, from timeless classics to contemporary tales, ensuring that students have a wide array of literary adventures awaiting them. By donating these books to schools, we hope to not only enhance their libraries but also spark curiosity and creativity in the hearts of the next generation.

Hard Work

Absolutely, it's essential to recognize and thank the dedicated members of the Marketing Club at the University of Vavuniya for their unwavering commitment and hard work that made this book donation achievement possible. Their passion for promoting literacy and their efforts in collecting and organizing the book drive have had a meaningful impact on the local schools and their students.

To the members of the Marketing Club, your dedication to this noble cause is truly commendable. Your selfless contributions are not only enriching the lives of young minds but also leaving a lasting legacy of education and empowerment in our community.



HOLI BASH



Events like these underscore the importance of student-led initiatives and the positive impact they have on campus life. The Marketing Club's Holi function not only celebrated a beautiful tradition but also strengthened the bonds within the university community.



As we bid adieu to the colors of Holi, we are left with the memories of a day filled with laughter, friendship, and cultural appreciation. The Marketing Club's commitment to creating meaningful and inclusive experiences for the university community is a testament to the power of student-driven initiatives. We eagerly await the club's next vibrant endeavor, knowing that it will be just as memorable and enriching as this Holi celebration.



The highlight of the event was, of course, the playful exchange of colored powders. Participants, clad in white, joyfully smeared each other with vibrant hues, creating a mesmerizing spectacle of colors. Laughter and camaraderie filled the air as students celebrated the diversity of their university community.

Cultural Performances

In addition to the colorful revelry, the Holi function featured captivating cultural performances. Dances and musical performances showcased the rich tapestry of Indian culture, while delicious traditional snacks and sweets delighted the taste buds of all present.



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Canva

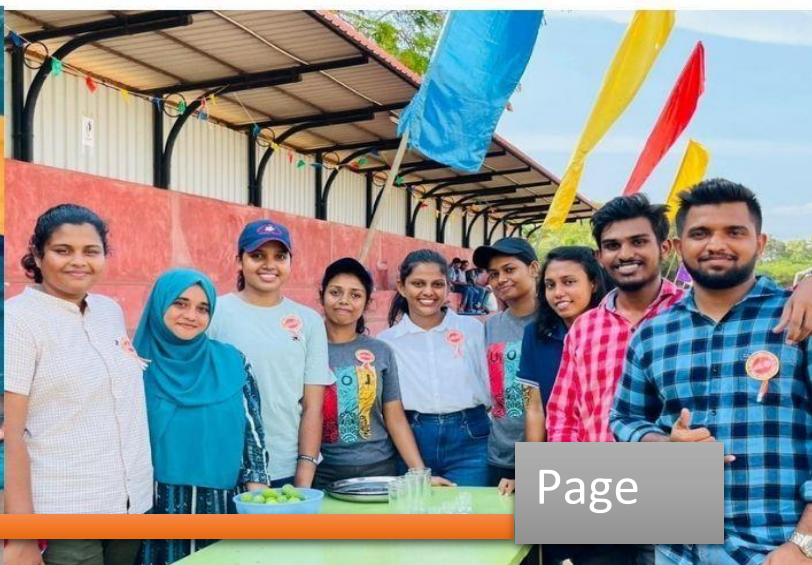


Kite Festival



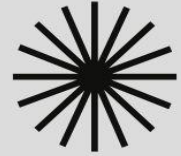


Kite Festival





MARKETING CLUB



We Welcomed Our Juniors to Marketing Family



WARMLY

Welcome



WEBINAR

Digital Integrated Supply Chain



Modern Concept

In the fast-paced world of modern commerce, the traditional supply chain has undergone a remarkable evolution. Enter the era of the Digital Integrated Supply Chain - a cutting-edge approach that leverages digital technologies to optimize every aspect of the supply chain process.

 MARKETING CLUB
UNIVERSITY OF VAVUNIYA

WEBINAR

Digital Integrated Supply Chain



SPEAKER
Mr.K.M. VEERAMANI
Deputy General Manager (Sourcing & Supply Chain)
Ashok Leyland Limited, India

 **Friday**
18th August

 **TIME**
7.00 PM - 8.00 PM

JOIN ON THE DATE ZOOM ID : 3117052951

WEBINAR
Digital Integrated Supply Chain



SPEAKER
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 **TIME**
7.00 PM

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THANK YOU



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MARKETING SPARKS

WE HOPE THIS MESSAGE FINDS YOU WELL. ON BEHALF OF THE MARKETING CLUB, UNIVERSITY OF VAVUNIYA, WE WANTED TO EXTEND OUR HEARTFELT GRATITUDE FOR YOUR **(EDITING COMMITTEE)** INVALUABLE SUPPORT IN THE CREATION OF OUR MAGAZINE.

ALSO, WE WOULD LIKE TO THANK ALL THE LECTURERS OF THE DEPARTMENT AND ALL THE MEMBERS OF THE CLUB AND ALL THE PEOPLE WHO HOLD POWER AT THIS TIME.

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CREATING A MAGAZINE IS A COLLABORATIVE EFFORT, YOUR SUPPORT HAS NOT ONLY ENRICHED THE CONTENT BUT HAS ALSO INSPIRED AND MOTIVATED OUR TEAM.



(EDITING COMMITTEE)

Marketing Club
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