

**Department of Marketing Management**  
**Marketing Club**

**Webinar I - 2024**

The Marketing Club organized and conducted a webinar on "Discovering Your Potential: Unlock the Motivational Power Within You" on 17<sup>th</sup> April 2024 at 8.30 am. This webinar was conducted via Zoom. This interactive session focused on uncovering hidden strengths and passions, crafting a clear vision for your future, developing a growth mindset to overcome challenges, and igniting the motivation to achieve your goals. Around 100 students were participated in this webinar.

The Marketing Club - 2024  
Invite You To A WorkShop  
Series - 01

**MS. JASINTHA NIROJAN**  
SENIOR LECTURER GR II  
DEPARTMENT OF HRM  
UNIVERSITY OF JAFFNA

**Discovering your potential: Unlocking  
the motivational power within you.**

APRIL, 17, 2024 | 8.30 - 9.30 AM

Join Zoom Meeting  
<https://learn.zoom.us/j/63180966007?pwd-ZXZsWGJ2cS9wMkdQVndzTIMyWU5Kdz09>

Meeting ID: 631 8096 6007  
Passcode: HRM@work1

**Webinar  
Online**

Organized By :- Marketing Club  
Faculty of Business Studies  
University of Vavuniya

**Department of Marketing Management**  
**Marketing Club**

**Webinar II - 2024**

The Marketing Club organized and conducted a webinar on " Mastering the Art of Sales Management: Strategies for Success" on 17<sup>th</sup> July 2024 at 3.00 pm. This webinar was conducted via Zoom. This interactive session highlighted practical strategies that top professionals use to close deals and build trust, tips on negotiation tactics, harnessing tech tools, and crafting winning sales strategies that work, and mastering sales management and setting yourself up for a stellar career.



Marketing Club  
Faculty of Business Studies  
University of Vavuniya

Online Webinar series II

### Mastering the Art of Sales Management : Strategies for Success

"Unlock the secrets to driving sales excellence and achieving outstanding results in your career! Join us for an insightful session packed with proven strategies and expert tips."

**Date**  
**July 17th, 2024**

**Time**  
**03.00 PM**

Join with Us Via Zoom  
Meeting ID: 742 268 3459

*Guest Speaker*  
**Mr. Kumudu De Silva**  
Head of Sales, Radiant Confectioners (Pvt) Ltd  
Former Senior Area Sales Manager, Unilever  
Sri Lanka (1988-2020)



**Mission Accomplished:  
Empowered Minds, Unleashed  
Potential**

Webinar On  
**"Mastering the Art of Sales Management: Strategies for Success."**

MARKETING CLUB  
UNIVERSITY OF VAVUNIYA

**Department of Marketing Management**  
**Marketing Club**

**Seminar Series - Eight (08) Seminars**

The Marketing Club organized and conducted eight (08) seminars in different topics to students at Puttalam schools and institute. Mr. M.R.M. Shawwaf, who is our third-year student, served as the resource person for these seminars. The details of these seminars are as follows;

Date and Time	Topic	Name of the School/Institute	Recourse Person
11.07.2024 8.30 – 11.30	Effective Study Habits- O/L Students	P/ Puttalam Hindu Central College.	Mr.M.R.M.Shawwaf
16.07.2024 08.30 – 11.30	Student Productivity Techniques - A/L Students	P/ Puttalam Hindu Central College.	
16.07.2024 11.30 – 01.30	Educational Planning Strategies - O/L Students	P/ Erukkalampiddy Muslim Maha Vidyalayam	
17.07.2024 8.30 – 11.30	Learning Efficiency Methods - A/L Students	P/ Erukkalampiddy Muslim Maha Vidyalayam	
19.07.2024 8.30 – 11.30	Study Organization Skills O/L Students	P/ Wattakkandal Muslim Maha Vidyalayam	
19.07.2024 11.30 – 01.30	Study Organization Skills A/L Students	P/ Wattakkandal Muslim Maha Vidyalayam	
25.07.2024 8.30 – 11.30	Study Schedule Optimization	P/ Kandalkuliya Muslim Maha Vidyalaya	
26.07.2024 8.30 – 11.30	Study life Management	Mercy Educational Institute Puttalam	

# Successfully Completed!



“Study Life Management”  
programme  
for  
For O/L and A/L students

@ St. Maris Tamil Maha Vidyalaya



MARKETING CLUB  
UNIVERSITY OF VAVUNIYA



# Successfully Completed!

“Study Life Management”  
Seminar Series II

@ Puttalam Hindu Central  
College



**Gratitude in Action:  
Thank You for Making  
Our Seminar a Success!**



MARKETING CLUB  
UNIVERSITY OF VAVUNIYA





## Department of Marketing Management

### Marketing Club

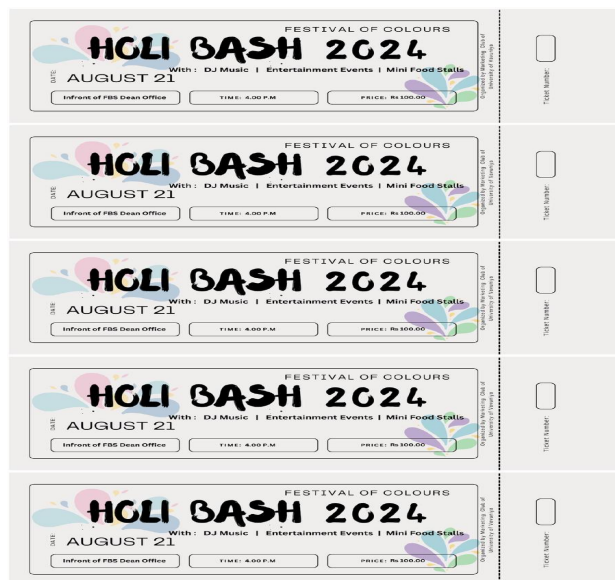
#### Holi Bash - 2024

The Marketing Club of the University of Vavuniya organized a vibrant and colorful event, the "Holi Bash 2024," to celebrate the joyous festival of Holi. The event took place on 21<sup>st</sup> of August 2024, starting at 4:00 pm in front of the Dean's Office of the Faculty of Business Studies. The celebration was a blend of music, fun activities, and delicious food, creating a lively atmosphere for all attendees.

The highlight of the evening was the DJ music, which set the perfect tone for the festivities, encouraging everyone to dance and enjoy the spirit of Holi. In addition to the music, the event featured various entertainment events and games that engaged participants and added to the excitement. Mini food stalls were set up, offering a variety of snacks and refreshments, making the evening enjoyable for everyone. Affordable price of the ticket (Rs. 100 only) made it accessible to a wide range of students. 403 tickets were sold.

Overall, the Holi Bash 2024 was a well-organized event that brought together students from our faculty to celebrate the festival of colors, and fostering community.

The flyer, ticket sample, actual income and expenditure statement, and glimpse of this Holi Festival as follows;













**Department of Marketing Management**  
**Marketing Club**

**Welcoming the New Batch 2021 / 2022**

On the 6th of August 2024 at 12:30 pm, the Marketing Club, Department of Marketing Management organized a small but meaningful welcome party for the newly entered students to the Department of Marketing Management held at SH-3 lecture hall.

The program started with welcome address delivered by the President of the Marketing Club and followed by a Guest Speech by the Head of the Department. Consecutively, few programs were conducted. This event not only celebrated the arrival of the new students but also fostered a strong sense of camaraderie within the batches.

The glimpse, and actual income and expenditure statement of the program as follows;



## **Generated Fund through Lottery Raffle Draw**

The Marketing Club of the Department of Marketing Management generated fund through a lottery raffle by selling tickets within the university and outside people. The event was held in the Board room of Faculty of Business Studies on the 27<sup>th</sup> of September 2024 at 2.30 pm with the presence of Prof.Y.Nanthagopan, Dean of Faculty of Business Studies, Assistant Bursar of University of Vavuniya, Heads of the Departments, staff and students of the faculty.