

MEETING MINUTES

DEPARTMENT OF MARKETING AND BRANDING

Date: 05.01.2021 | **Venue:** Conference Hall | **Time:** 12.45 pm

AGENDA:

1. Creating 2 divisions under the Department of Marketing and Branding.
2. Roles and responsibilities of Head Digital Marketing and HoD Branding.
3. Allocation of resources between the 2 divisions of the department.
4. Determination of roles and responsibilities of the staff member under the 2 division.
5. Digital Marketing and Branding activities for Admission Season 2021

The Member-Secretary welcomed the Chairman and the member of the committee.

The committee discussed the above-mentioned agenda points in detail and the following decisions were taken:

1. Creating 2 divisions under the Department of Marketing and Branding.
Based on a well thought strategy, the Department of Marketing and Branding was successfully and subdivided into Department of Branding and Department of Digital Marketing. The heads of the two department were allocated.
2. Roles and responsibilities of Head Digital Marketing and HoD Branding.
The roles and responsibilities of heads for each of the sub-division/department were discussed. The head of Department of Branding was allotted responsible for all offline and conventional branding activities along with the activities of creating artwork/visual content for online branding that is to be carried out by the Department of Digital Marketing.

The head of Department of Digital Marketing was allotted responsible for all types of online marketing activities like Google Ads, SEO, SMO, Online Reputation Management along with website development and management.

3. Allocation of resources between the 2 divisions of the department.
The two sub-departments were allocated with required number of human resources. The departments were asked to recruit additional human resource to fill up the required need as per workload analysis.

4. Determination of roles and responsibilities of the staff member under the 2 division
Once the number of staff members required for the different profiles in both of the sub-departments was determined, the roles and responsibilities for every profile were discussed and fine-tuned.
6. Digital Marketing and Branding activities for Admission Season 2021.
The committee discussed on the plans for upcoming admissions season with respect to various digital marketing and branding activities. Give the dicey situation of Covid-19 the committee suggested the Department of Digital Marketing to go aggressive on digital platform in coordination with the Department of Branding. The departments were suggested to come up with a proper road map for the same.

The meeting was concluded with vote of thanks by the Chairman.

MEMBERS PRESENT:

Sl.No.	Name	Designation	Role
1	Dr. Manjunatha	Principal	Chairman
2	Mr. H N Suryaprakash	Registrar	Member
3	Dr. M. S. Ganesha Prasad	Dean & Professor- ME	Member
4	Mrs. Aruna M	Director- Admissions	Member
5	Dr. B Rajalakshmi	Professor & Head – CCSE	Member
6	Dr. Anitha S Rai	HOD - Library & Info Center	Member
7	Mr. Deepak Kumar	Web Developer	Member
8	Mr. Adarsh J Navale	Head- Marketing & Branding	Member- Secretary


Member Secretary


Principal

MEETING MINUTES

DEPARTMENT OF MARKETING AND BRANDING

Date: 20.01.2020 | **Venue:** Conference Hall | **Time:** 11.00 am

AGENDA:

1. Admission Season 2020
2. Development of Marketing and Branding Department

The Member-Secretary welcomed the Chairman and the member of the committee.

The committee discussed the above-mentioned agenda points in detail and the following decisions were taken:

1. Admission Season 2020.

The committee discussed on the plans for upcoming admissions season. Following decisions were taken:

- Participation in important education expos.
- Revamp of Brochures and Prospectus for all the institutions.
- Campaigning through online education listing portals namely Shiksha, Collegedunia and Career360.
- Digital Marketing campaigns through Google Ads, SEO and Social Media Marketing.
- Greater emphasis to be placed on Facebook.
- More emphasis on newly launched courses: Artificial Intelligence and Machine Learning, and Computer Engineering.
- Telemarketing, Email and SMS Campaigning at regular intervals.

2. Development of Marketing and Branding Department

Keeping in mind the fact that we are growing and planning to come up with New Horizon University, and owing to the growing importance of Digital Marketing the committee decided on the following:

- Expand the Marketing and Branding department to include full-fledged in-house based Digital Marketing wing.
- Plan for more human resource in the area of Graphic Designing, Website Development and Management, Digital Marketing and content design and development.

- The department of Marketing and branding was suggested to chalk out a plan in discussion with the committee chairman and the management.

The meeting was concluded with vote of thanks by the Chairman.

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2	Mr. H N Suryaprakash	Registrar	Member
3	Dr. M. S. Ganesha Prasad	Dean & Professor- ME	Member
4	Mrs. Aruna M	Director- Admissions	Member
5	Dr. B Rajalakshmi	Professor & Head – CCSE	Member
6	Dr. Anitha S Rai	HOD - Library & Info Center	Member
7	Mr. Deepak Kumar	Web Developer	Member
8	Mr. Adarsh J Navale	Head- Marketing & Branding	Member- Secretary


Member Secretary


Principal

MEETING MINUTES

DEPARTMENT OF MARKETING AND BRANDING

Date: 26.02.2019 | Venue: Conference Hall | Time: 11.00 am

AGENDA:

1. Admission Season 2019
2. Appointment of new print vendors – print problem and delays
3. Revamp of Website

The Member-Secretary welcomed the Chairman and the member of the committee.

The committee discussed the above-mentioned agenda points in detail and the following decisions were taken:

1. Admission Season 2019.

The committee discussed on the plans for upcoming admissions season. Following decisions were taken:

- Participation in important education expos.
- Redesigning and updating of brochures and prospectus
- Campaigning through online education listing portals namely Shiksha, Collegedunia and Career360.
- Marketing campaigns through Google Ads and SEO.
- Telemarketing, Email and SMS Campaigning at regular intervals.

2. Appointment of new print vendor

The committee analyzed the alarming need for strong tie-ups with printing service providers and decided to on-board atleast 3 print service vendors based on a long-term collaboration model for smooth function and timely delivery of printed materials.

3. Revamp of Website:

- The website designs and layouts of all the new horizon institutions are appearing outdated and less appealing. It is time give them all a fresh and trendy look. The committee took a call on soon totally revamp the look and feel of all the websites. The committee suggested the Member-Secretary to identify website design service providers at the earliest.

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4	Mrs. Aruna M	Director- Admissions	Member
5	Dr. B Rajalakshmi	Professor & Head – CCSE	Member
6	Dr. Anitha S Rai	HOD - Library & Info Center	Member
7	Mr. Deepak Kumar	Web Developer	Member
8	Mrs. Deepa Ganesh	Head- Marketing & Branding	Member- Secretary

**Member Secretary****Principal**