



Manasa Trust (R.)

**Kateel Ashok Pai
Memorial College**

(Affiliated to Kuvempu University and Recognized by the Government of Karnataka)

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ಸ್ಮಾರಕ ಕಾಲೇಜು**

DEPARTMENT OF COMMERCE

AVINYA Club

Buiz Movie (Cooli No 1)

Date:08-09-2025

Time:12.00 PM to 2.00PM

Venue : Class room at KAPMC , SHIVAMOGGA

Resource Person: Priya Prasad lecturer KAPMI

On 8 September 2025, a Buiz Movie (Cooli No. 1) session was conducted from 12:00 PM to 2:00 PM in the classroom at KAPMC, Shivamogga, for B.Com students. The program was organized through the AVINYA Forum with the objective of enhancing students' understanding of advertising and marketing concepts through a practical and engaging medium. By watching the movie, students gained insights into promotional strategies, communication skills, consumer attraction techniques, and the role of creativity in marketing. The session was informative and interactive, helping students connect theoretical business concepts with real-life applications in the marketing field.



Sandhya K...

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