



**G. VENKATASWAMY NAIDU COLLEGE (Autonomous),  
KOVILOPATI.**

**Reaccredited with 'A' Grade by NAAC**

**Affiliated to Manonmaniam Sundaranar University, Tirunelveli**

(Under the Management of the Kuppaswamy Naidu Charity Trust for Education and Medical Relief, Coimbatore-37)

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**Valued Added Courses**

<b>S. No.</b>	<b>Title of the Courses</b>	<b>Class</b>	<b>Year</b>	<b>Duration</b>
1.	Tourism Marketing	II.B.Com	2022-2023	30 Hours
2.	Tourism Marketing	III.B.Com	2022-2023	30 Hours
3.	Digital Marketing	I.M.Com	2022-2023	30 Hours
4.	Digital Marketing	II.M.Com	2022-2023	30 Hours
5.	Tourism Marketing	II.B.Com	2023-2024	30 Hours
6.	Advertising and Salesmanship	III.B.Com	2023-2024	30 Hours
7.	Rural Marketing	I.M.Com	2023-2024	30 Hours
8.	Social Media Marketing	II.M.Com	2023-2024	30 Hours
9.	Personality Development	II.B.Com	2024-2025	30 Hours
10.	Social Media Marketing	III.B.Com	2024-2025	30 Hours
11.	Tally Prime - Lab	I.M.Com	2024-2025	30 Hours
12.	Tally Prime - Lab	II.M.Com	2024-2025	30 Hours