

Web Report on Expert Session on “Why MBA in Marketing?”

Title	Expert Session on “Why MBA in Marketing?”
Date	January 15, 2018
Resource Person/Facilitator	Ms. Rohini Vaishnavi, Former Associate Professor, Independent Consultant & Trainer, Campus to Corporate
Summary	<p>MBA is a vast programme that it is open for all the fields & industries but its aim is to improve management and decision skills for becoming better leaders. In our institute, this course is offered in core specialization area of Finance, Marketing & HR. This session was organized for students who are not confident and confused in choosing the specialization as the trends are ever changing. An expert session with Madam Rohini Vaishnavi, Sales professional, was organized to make students of MBA I year understand the prospect of required skillset, secured career and earning potential with respect to Marketing domain.</p> <p>Ms. Vaishnavi talked about the industry trends and required skillset in students to opt Marketing as a career option. Various sub-fields as career prospects were discussed such as Digital Marketing, B2C & B2B sales, Business development, advertising, Market Research etc. She also talked about marketing and sales structure in any organization and motivated students to change their myth regarding sales as a career. She further quoted numerous examples of CEO’S who have got successions from marketing departments in their organizations and their struggle during leading marketer life. The students had lots of dilemmas and questions which madam had resolved during the session.</p> <p>Overall, the session was altogether a learning and interactive experience for the students learning to set themselves apart by opting Marketing as a career option.</p>