



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015
Certified Institute

DOSSIER

On

Specialization Session on Marketing

Support

On

February 11, 2019



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Ms. Ritu Bansal

Asst. Professor, RDIAS

Prof.(Dr.)Raman Garg

Director, RDIAS

FORM A

Proposal :

- **Name Of the event to be organized :** Specialization Session on Marketing
- **Date :** February 11, 2019
- **Time :** 12:10PM - 1:00PM
- **Venue :**
- **Organized By:** Support
- **Motivation for the activity :** The Guest Lecture was organized by RDIAS for giving the students an overview of the Marketing domain as to how does the industry functions. To help second semester MBA students to choose their specialization

Form B

Part 1

Aim of the event :

With the view to help our students to decide their specialization we are in continuous pursuit to invite those brilliant minds who have expertise in the respective fields. A lecture by such experts is an occasion where we try to make our students aware about the actual realities of macro environment. The endeavor of the institute in ensuring the overall development of the students

Part 2

Abstract :

Mr. Manu Sethi is Integrated Facility Management Professional & Growth Leader with around 15 years of industry experience. Students were told about the nuances of what it takes to build a career in Marketing. The speaker of the day shared his experience in marketing and then discussed the role of a marketing manager. He summarized the role & responsibilities of Brand manager, sales manager & marketing manager. He explained what and responsibilities are to be managed by a marketing personal in real environment. Further, he emphasized on the benefits of taking marketing as their specialization. He also discussed some case studies like marketing in Pulse Polio campaign and Gillet Vector marketing in India. Lastly, he emphasized the importance and power of consumer behavior. Speaker also discussed the opportunities available in this field and handled all the students' queries appropriately. Overall the lecture was very interactive & knowledgeable.

Part 3

Conclusion

Attending the session was not just educative and informative, but also an exposure for our young students who are going to be professionals for tomorrow. It helped the students in understanding the core concepts and philosophies of marketing. The students were able to gather what it takes to build a career in this domain and to flourish in their professional life.

SnapShot



Student coordinator welcoming Mr. Manu Sethi



Mr. Manu Sethi introducing the topic to students



Students listening to the session attentively



Mr. Manu Sethi discussing the topic with students



Dr. Manoj Kumar Gupta presenting memento to Mr. Manu Sethi