



Specialization Session on Marketing

TITLE	Specialization Session on Marketing
Date	Feb 11, 2019 - Feb 11, 2019
Summary	<p style="text-align: center;">Web Report on “Specialization Session On Marketing”</p> <p>The seminar was organized by RDIAS for giving the students an overview of the Marketing domain as to how does the industry functions, what are the practices that are followed in the sector. Students were told about the nuances of what it takes to build a career in Marketing. To address these concerns we had with us Mr. Manu Sethi who is Chief Sales Officer at SMS Integrated facility Services Private Limited with around 15 years of industry experience. In his opinion Marketing can do wonders to any company just like the case of Mc Donald’s where after research they came up with an idea of drive thru outlets.</p> <p>Students were acquainted with different roles that one can land up with like Brand Manager, Sales Manager, Product Manager, Marketing Manager and Market Research Analyst. Also the benefits were discussed that the domain is incentive driven with a lot of opportunities in different industries like IT, Pharmaceutical, FMCG, Durables etc having a higher growth potential.</p> <p>The basic traits like being outspoken, extrovert and having brilliant communication skills are the need of this industry.</p> <p>Also the relation between consumer behavior and marketing were discussed that how companies have had to deal with a lot of difficulties such as Pulse Polio and Gillette.</p> <p>In the end the students were able to gather what it takes to build a career in this domain and to flourish in their professional life.</p>