



**Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2017-18
Report on Guest Lecture**

Event Title : - Guest Lecture on " Opportunities and Challenges in Career in Marketing"

Date:- 08th September 2017

Conduction Duration: 02 Hrs

Venue: Mechanical Seminar Hall

Resource Person:

1. Mr. Pravin Patil (Manager (Tech Services) Ambuja Cement ltd. Nashik)

Coordinator : Prof Adesh Solanke

Objective :

1. To make students aware about the opportunities & challenges in Career in Marketing

About The Program:

1. Department of Management Studies had Organized Guest Lecture on Opportunities and Challenges in Career in Marketing for MBA -II students .The session was conducted by Mr. Pravin Patil (Manager (Tech Services) Ambuja Cement ltd. Nashik). In the Beginning of the session he explained about the market scenario regarding the job & what the skill sets the corporate people expects. Then he outlined about the various career opportunities that are available for a management students such as Digital Marketing , Advertising, Rural Marketing, Promotion, Retail Marketing , Branding etc. he also discussed that in this information age Marketing plays an important role . if companies need to grow they should aggressively market themselves. Various other aspects related to marketing were discussed & at the end of session he added that those there are various great opportunities to make career in marketing but on the side there are challenges too .if we need to succeed we should overcome the challenges such as competition from rivals, product quality , managing people etc.

Outcome:

1.Students got clear idea about the career options available for them in marketing.

Photograph:



