



ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)
Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956
Aditya Nagar, ADB Road, Surampalem,

Title: Seminar on Marketing

Date: 24-08-2017

Resource person: Dr. G ShyamalaRao.
M.com, MBA, M.Phil., Ph.D.
Dept. of Management studies

Objective of workshop: The objective of this seminar is to create awareness among students about marketing

Beneficiaries: Faculty and Students

Outcome of the event: This session help student able to gain huge knowledge how to Increase sales. Build brand awareness, Grow market share, Launch new products or services. Target new customers, Enter new markets internationally or locally, improve stakeholder relations, Enhance customer relationships. Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved.

Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. G ShyamalaRao)	7500/-
2.	T.A/D.A	1500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	100/-
4.	Snacks and Drinks (40X Rs.30/-)	1200/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		10500/-



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Seminar on Marketing

By



Dr.G Shyamala Rao.
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Date : 24-08-2017



Coordinator:
Mr. G.B.Chandra Mouli
Associate Professor
Department : H&BS-I

Convenor:
T.Padma Praveen
Associate Professor&HOD
Department : H&BS-I



Gallery coverage of Marketing