



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: 21-01-2020

Resource person: **Mrs. Annapurna Pasupuleti**
Assistant Professor
Management science

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.

Brochure

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Seminar on Marketing

By



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

By:
Mrs. Annapurna Pasupuleti
Assistant Professor
Management science
On 21-01-2020

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



Gallery coverage of Marketing