



## 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:** Marketing

**Date:** 24-08-2017

**Resource person:** Dr.G Shyamala Rao.  
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 Shyamala Rao)	5000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100/-
4.	Snacks and Drinks ( 60X R.s30/-)	1800/-
5.	Helpers and water supply Purpose (4X R.s 500/-)	210/-
<b>Total amount</b>		<b>8510/-</b>



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### Seminar on Marketing

By



Dr. G. Shyamala Rao,  
M.com, MBA, M.Phil., Ph.D.  
Dept. of Management studies  
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