



## 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:** 20-01-2020

**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

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



Gallery coverage of Marketing