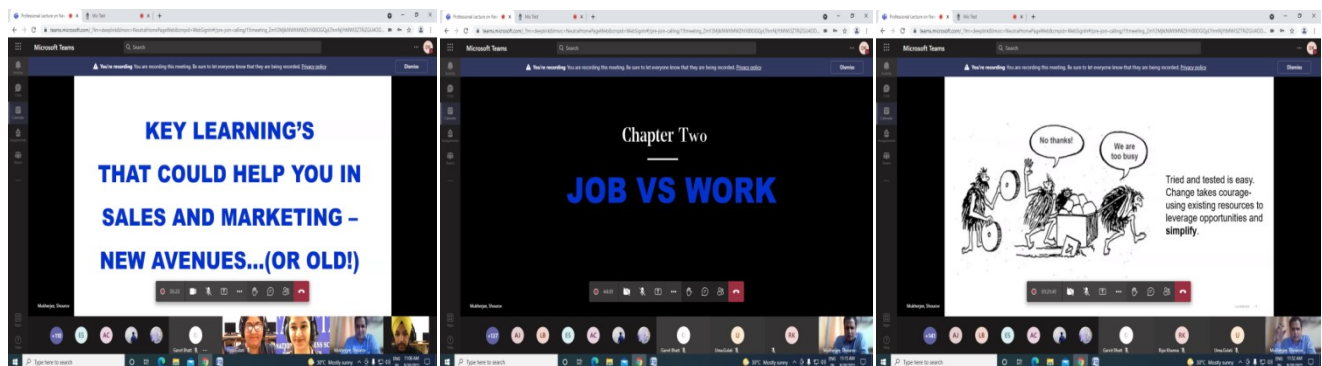


**PROFESSIONAL LECTURE SERIES**  
**NEW AVENUES IN SALES AND MARKETING**  
**30<sup>th</sup> SEPTEMBER 2021**

The Industry Institute Partnership Cell (IIPC) of Institute organized a lecture entitled “New Avenues in Sales and Marketing” for the students of BBA Semester V on 30<sup>th</sup> September 2021.

Mr. Shourov Mukherjee, Senior Director, Pfizer conducted the session. Mr. Mukherjee has extensive experience in the field of Sales and Marketing. Starting his professional journey as a Management Trainee, he moved up the ladder and worked at prominent positions in various companies like PepsiCo India, Coca Cola India, Coca Cola Asia, Monsanto Company, and Cipla.



The workshop aimed at explaining how marketing is a tool that has been around since the inception of the concept of Brand. Though marketer has so many tools available, but it is still difficult to identify the best ways to grab the attention of the potential consumers. Mr. Mukherjee discussed how one can make a mark and capture the imagination of the consumers. He made students aware about the latest avenues in the field of marketing; along with imparting practical knowledge to the students.

Mr. Mukherjee presented his lecture in the form of PPT, consisting of seven chapters. These chapters ranged from ‘Identifying One’s Reason for Choosing a Job or Product’ to ‘How Research is becoming an Important Tool in Marketing’. With the help of practical and personal examples, Mr. Mukherjee introduced students to the power of Rhetoric .He also opined that curiosity can lead to collaboration.

The lecture also included Q&A round. It was an insightful session that concluded with a Vote of Thanks.

**Prepared by: Dr. Harpuneet Singh Kohli, Assistant Professor, giBS**