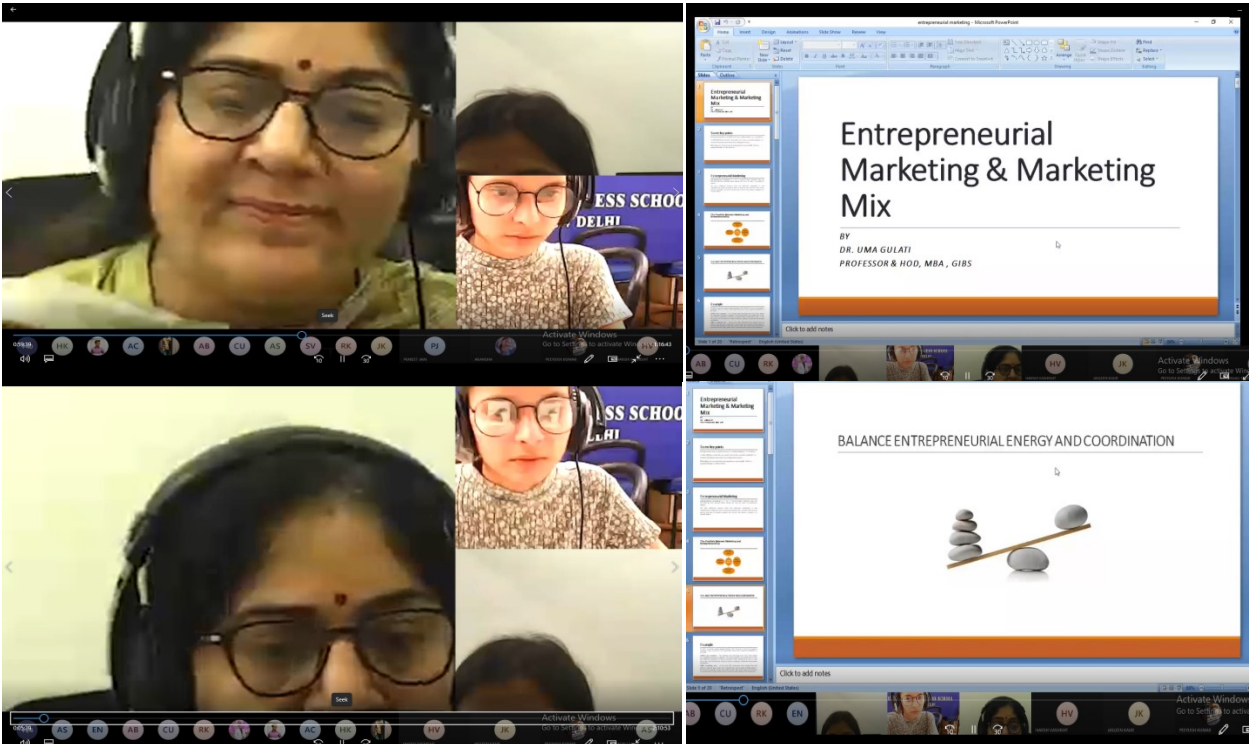


WEBINAR ON ENTREPRENEURIAL MARKETING AND THE MARKETING MIX 14th MARCH, 2022



Gitarattan International Business School, Rohini, Delhi organized a webinar on ‘Entrepreneurial Marketing & the Marketing Mix’, under the aegis of the Institute Innovation and Entrepreneurship cell, with the esteemed guidance of the Ministry of Education (MOE), Government of India. The webinar was held on 14 March, 2022. The webinar was organized for the BBA first semester students. It was chaired by Dr. Uma Gulati, Professor & HOD, Gitarattan International Business School, New Delhi.

Dr. Gulati began the webinar by introducing the concept of Entrepreneurial Marketing. She drew the parallels between Marketing and Entrepreneurship. She remarked that Innovation should unite entrepreneurial insight with effective coordination. Many comprehensive examples of Entrepreneurial Marketing were shared by Prof. Uma. She explained the development of Entrepreneurial Marketing Plan to the students.

The webinar sparked the curiosity of the students and they asked many questions. It ended with a vote of thanks.

Prepared by: Dr. Chetna Mahaur, Associate Professor, GIBS