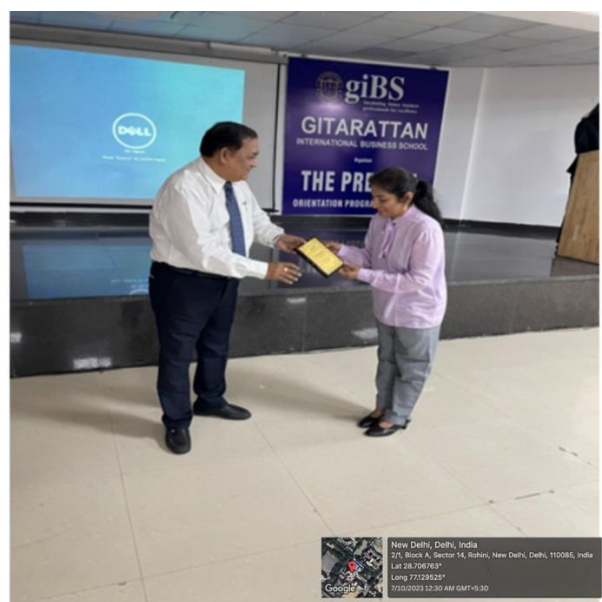


PROFESSIONAL LECTURE SERIES
NEW AVENUES IN SALES AND MARKETING
ON
7TH OCTOBER, 2022

IIC Unit of GIBS organized a Professional lecture entitled “New Avenues in Sales and Marketing” for the students of BBA Semester V (M & E) and MBA, MBA (IB) 3rd Semester, on 07th October’2022.



The guest of the event was Ms. Swati Sinha, Founder & Director – BE THE PHOENIX (OPC) PVT LTD. 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. Ms. Sinha discussed how one can make a mark and capture the imagination of the consumers. She made students aware about the latest avenues in the field of marketing; along with imparting practical knowledge to the students.

Ms. Sinha presented her 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, Ms. Sinha introduced students to the power of Rhetoric .She also opined that curiosity can lead to collaboration.

The lecture also included Q&A round. The variety of questions they posed was indicative of the audience's interest and fervor. The event concluded with presenting a memento & vote of thanks by Director, PM Johari Sir.

Prepared by: Dr. Meenakshi Kaushik, Ms. Simran Jain

FLYER OF THE EVENT

INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

New Avenues in Sales & Marketing

for **BBA5TH SEM (M&E), MBA3, MBA IB3**

Speaker
Swati Sinha
FOUNDER & DIRECTOR
BE THE PHOENIX(OPC) PVT. LTD.

07 Oct, 2022 | 11:00 AM-12:30 PM

TYPE OF EVENT (PDW/Seminar/Jurist Day/Annual Event/ ALS/ PLS/Co-curricular etc.)	PLS
VENUE	Auditorium
TIME & DURATION	11.00 AM To 12.30 PM
CONDUCTED BY (eg. CLS-GIBS, IIC, Club, IIPC etc.)	IIC

ORGANISED FOR (Course Name & Semester)	BBA 5 th Sem (M&E), MBA 3 rd Sem, MBA IB 3 rd Sem
NAME OF THE COORDINATOR	Dr. Meenakshi Kaushik, Ms. Simran Jain
ATTENDANCE (Mention no. of students attended the event)	73
RESOURCEPERSON (Name of the Resource Person, Designation, Organization)	Ms. Swati Sinha
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. Identifying and analyzing problems of new markets 2. Create process to solve them 3. Identify and apply new ideas and new ways of thinking in latest sales scenario
LEARNING OUTCOME	Knowledge about new avenues in marketing
LINK OF YOUTUBE VIDEO	https://youtu.be/NO-olg3eGbc