

PROFESSIONAL LECTURE SERIES (PLS)
“MARKETING INDUSTRY INSIGHTS AND INTERVIEW SKILLS”
20th NOVEMBER 2023 (MONDAY)



A Professional Lecture Series Session was organised by IIPC on Marketing Industry Insights and IBM SkillsBuild along with how to appear for various job interviews, on 20th November 2023(Monday). The session was conducted under the The session broadly covered the essentials of a job application, more details on IBM Skills Build, and handling common interview questions & answers. The workshop provided a platform an excellent opportunity to the first and final year MBA and MBA IB students to learn the essentials of how to appear for a job interview, developing a deeper understanding of marketing industry insights and the career prospects in this industry.

The session was started by Dr. Priti Sambhalwal, IIPC, who introduced the guest and delivered the welcome address. Dr. Abhijit Das presented the guests with green welcome. The session was then taken over by the resource person for the session Ms. Shubhangi Madaan, Product Manager, Bizgurkul, who immediately set the tone of the session and kept the audience engaged and attentive. She emphasized that digital marketing, social media, search engine optimization (SEO), content marketing, and online advertising are crucial components of successful campaigns. She also highlighted that the use of data analytics has become central to marketing strategies and that these days content is the king. She talked about various marketing strategies like digital, content, influencer marketing, etc. The session was then taken over by Mr. Rohit Rajput, Manager, CSRBOX IBM, who enlightened the students with his talk. Mr Rajput initiated the talk by sharing the benefits of this session and informed the students that they shall receive a digital certificate upon completion of the session, they will be provided access to their platform and shall also be provided with suitable placement opportunities. Mr. Rajput shared pointers on how to appear for a job interview and how to be lucid and crisp in their interview.

Dr. Mahjabin Banu extended a vote of thanks to the resource persons and congratulated the team IBM and team IIPC for their efforts and organizing the event seamlessly. The students benefited highly from the event.

PREPARED BY: DR. PRITI SAMBHALWAL, ASSISTANT PROFESSOR, GIBS

FLYER OF THE EVENT



TYPE OF EVENT	Professional Lecture Series (Industry Insight Session)
VENUE	Auditorium, GIBS
TIME & DURATION	11:00 am to 12:30 pm (1.5 hours)
CONDUCTED BY	IIPC
ORGANISED FOR	MBA 1 ST SEMESTER MBA & MBA (IB) 3 RD SEMESTER
NAME OF THE COORDINATOR	Dr. Swati Srivastava
ATTENDANCE	MBA, MBA IB and BBA students - 62
RESOURCE PERSON	Mr. Rohit Rajput, Manager CSRBOX, IBM Ms. Shubhangi Madaan, Product Manager, Bizgurukul
OBJECTIVES OF THE EVENT	1 Employability: To enhance students' employability by making them more competitive in the job market. This includes

	<p>teaching them industry-specific skills that are sought after by employers.</p> <p>2 Career Readiness: To prepare students for their transition from academia to the professional world, which includes workshops on resume writing, interview skills, and professional etiquette.</p> <p>3 Industry Exposure: To provide students with insights into current industry trends, challenges, and opportunities. This can help students make informed career choices and understand the specific needs of different industries.</p> <p>4 Mentorship: To provide guidance and advice to students from experienced professionals in their field of interest.</p> <p>5 Certifications: To provide certifications or badges upon successful completion of the workshop, which can enhance students' resumes and demonstrate their competence in specific skills or areas of knowledge.</p>
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students learnt various industry trends in the area of Marketing 2. They learnt how to address various interview questions and their answers. 3. Students gained practical exposure on industry insights. 4. Students also received completion certificates that added to their resumes.
SHORTFALL DURING EVENT	NIL
LINK OF YOUTUBE VIDEO	Kept in private viewing

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