

## KRISTU JAYANTI SCHOOL OF MANAGEMENT ORGANISED INTERACTIVE SEMINAR ON EFFECTIVE PREPARATION FOR A MARKETING CAREER

Kristu Jayanti School of Management organized an Interactive seminar for their MBA students in the Marketing specialization on 15th September 2021, on the topic 'Effective preparation for a Marketing Career' by Mr Rajan Parulekar, acclaimed trainer at Paradigm Trainers Private Limited and author of the best seller 'contextual selling'. Mr Rajan Parulekar was formally welcomed to the session by Dr Aloysius Edward, Dean, Faculty of Commerce and Management, Dr M.K Baby, Head, School of Management and Prof Stephen Deepak, Coordinator of the Seminar.

Mr Rajan shared rich insights on entrepreneurship and start-ups in India and using this backdrop enriched the audience with numerous examples of marketing successes across sectors. He pointed out to the Covid 19 pandemic and the do or die situation it created for firms and appreciated firms that embraced the social media engine to identify newer vistas of opportunity

for themselves. He urged the student audience to always be vigilant about changes and apply their minds to innovating creative outputs.

The Seminar was followed up by a Question and Answer interaction where the students raised a lot of practical questions which were answered by Mr Rajan with a lot of enthusiasm and zeal peppered with live case studies and examples. The seminar ended with a formal vote of thanks offered by the students.

