



NEW HORIZON COLLEGE OF ENGINEERING

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Title	Workshop on “MARKETING SPECIALIZATION ORIENTATION”
Department	Department of Management Studies
Date	02 August 2024
Time	09:00 AM to 11:00 AM
Speaker Name	Dr. S Sridharan Director, IIMS, Bengaluru
Brief Description	<p>Department of Management Studies hosted an enlightening Workshop on Market Specialization Orientation led by the esteemed Dr. S. Sridharan on August 2nd, 2024. The event was a masterclass in marketing fundamentals, delivering a perfect blend of theory and interactive learning. Dr. Sridharan began by laying the groundwork with the basics of marketing, seamlessly guiding us through the core concepts that form the foundation of this dynamic field.</p> <p>Dr. Sridharan's interesting approach was that which truly set the session apart. Instead of giving a traditional lecture, he made the topic more engaging by asking audience members to participate in debates, which created a space where ideas could flow freely. In addition to fostering critical thinking, this interactive technique allowed the participants to express opinions on all the different aspects of marketing.</p> <p>As the session progressed, Dr. Sridharan illustrated the wide-ranging scope of marketing, bringing in real-world examples that showcased the depth and breadth of the industry. His insights into the diverse job opportunities available within the marketing domain were particularly inspiring, emphasizing how this field offers something for everyone, regardless of their background or interests. Whether it's digital marketing, brand management, market research, or consumer behaviour analysis, the possibilities are endless.</p> <p>The workshop went beyond a simple academic exercise and provided us with an in-depth understanding of the dynamic field of marketing, with the ultimate goal of preparing us for future professional success. The way that Dr. Sridharan was able to engage the audience and simplify difficult ideas was just amazing. By the time the session ended, we had gained more knowledge and were inspired to take advantage of the many chances that marketing presents.</p> <p>This event was a testament to the power of interactive learning and the importance of staying curious and open-minded in the ever-changing landscape of the business world. Dr. Rose Kavitha , Professor & HoD , Dr. Priyameet Kaur Keer, Associate Professor – MoU /Workshop coordinator took the initiative and conducted the event successfully.</p>

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