

NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT of MANAGEMENT STUDIES

In ASSOCIATION with KARNATAKA MANAGEMENT ASSOCIATION (KMA)

Workshop on

MARKETING SPECIALIZATION ORIENTATION

Title	Workshop on “MARKETING SPECIALIZATION ORIENTATION”
Department	The Department of Management Studies
Date	17 th , June 2025
Time	10:00 AM to 12:00 PM
Speaker Name	Dr. Sekappa N Makklageri, Consultant, Coach, Program Manager, DSBS
Brief Description	<p>The Department of Management Studies hosted an enlightening session on Marketing Specialization. Orientation led by the esteemed Dr. Sekappa N Makklageri on the 17th, June 2025. The event was a masterclass in Marketing fundamentals, delivering a perfect blend of theory and interactive learning. Dr. Sekappa N Makklageri 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>The workshop went beyond a simple academic exercise and provided us with an in-depth understanding of the dynamic field of Marketing. The main goal of the workshop was to prepare the students for future professional success. The way that Dr. Sekappa N Makklageri 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 opportunities that Marketing presents.</p>


NEW HORIZON
 COLLEGE OF ENGINEERING


 Department of Management Studies
 Karnataka Management Association (KMA)

Workshop

SPECIALIZATION ORIENTATION - DAY 2
Marketing Management

 **17th June 2025**

 **10:00 AM - 12:00 PM**

 **Tejas Hall**



Dr. Sekappa N Makklageri
 Consultant, Coach, Program Manager
 PSBS

Coordinator
Dr. Priyameet Kaur Keer
 Professor - MBA

Dr. R J Anandhi
 Dean - Academics

Convenor
Dr. Rose Kavitha
 Professor and HoD - MBA

Dr. Manjunatha
 Principal

Prof. V R Ravikumar
 President, KMA



HoD

Faculty