



GTU's SKILL COUNCIL FOR MARKETING
Organized an Expert Session of
Mr. Jitesh Mehta – Sales Head, Radio Mirchi
Hosted by
S.V. Institute of Management, Kadi



GTU's skill council of Marketing organized a Guest session of Mr. Jitesh Mehta – Sales Head, Radio Mirchi-Gujarat on 1st October, 2011. This guest session was hosted by S.V. Institute of Management, Kadi. Apart from all marketing aspirants from SVIM, the students of Oxford School of Management, Shree Sarswati Education Sansthan, Kalol Institute of Management, H.L. Shukla Institute of Management and Sabar Institute of Management attended the session. In spite of the short notice, 91 students registered for the event.

In the beginning of the session Prof. Bhavin Pandya – Chair Person, GTU's skill council of Marketing briefed about the objectives of establishing this council. He also mentioned the new initiatives taken by the university and university authorities for the development of marketing skills among the management students. Such initiatives have not been taken by any other university of India. He also explained the future road map of the council. The three hour session was so interesting that the event was prolonged by an hour, due to an intensive participation by the students in the question-answer session.