

GTU – Skills Council for Marketing (GTU-SCM)

Parul Group Of Management Institutes Jointly with GTU-SCM organize one day workshop for students as well as faculty members with Marketing specialization of MBA colleges (Zone 3) to enhance their exposure to marketing skills in various sectors.

at 10 AM on Saturday, 24th March 2012

at : Dr. J.K.Patel Institute Of Management, Parul Campus,
Waghodia, Limda, Baroda-391760

Objectives:

Objectives of the workshop are :

- 1) Understand the functioning of GTU Marketing skills council and implementation of programmes at college level.
- 2) To impress upon participants of challenges in present marketing arena.
- 3) To throw light upon identification and acquisition of knowledge and skill sets required for working in knowledge driven industry.
- 4) To expose participants on real life market and marketing oriented challenging situations.

Target Group :

Students of marketing specialization along with faculty members of marketing specialization.

Course Director :

Dr. P.G.K.Murthy , Dean of Faculty of Management studies GTU &

Director , Dr J K Patel Institute of Management , Waghodia , Baroda .

Champion : Prof. Bhavik Pandya. HOD, S.V. Institute Of Management, Kadi.

Expert Faculty for the Workshop: Experts from various industry like travel and tourism, healthcare, pharmaceuticals, education and technology.

Date and Timings: 24th March 2012 (Saturday): 10 am to 4:00 pm

Venue: Dr. J.K.Patel Institute Of Management, Waghodia, Limda, Baroda-391760

Coordinators: Dr. Bijal Zaveri, I/C Director , Parul Institute Of Engineering & Technology, MBA Department and , Mr. Shantanu Chakravarty, AP, Dr.J.K.Patel Institute Of Management, Waghodia, Baroda. Cell :9426046774 (contact for registration and for other details)

Methodology: Interactive sessions with participants apart from presentation of experts.

Registration: There is no registration fee. However prior registration is must by sending email to id schakrowarti@yahoo.com latest by closing hour of 22nd March 2012.