

Department: Commerce

Activity: Webinar

Date:25/02/2021

Title of the activity: Recent Trends in Marketing

Industry / Resource Person: Dr. Rajdeep Manwani, Professor and Coordinator at Jain University

Report:

The Department of Commerce, Mount Carmel College Autonomous, organized a webinar on recent trends in marketing on 25<sup>th</sup> February 2021 for I Year B.Com Honours (batch 2020-2021).

The session was full of insights relating to the recent trends in marketing which the students found it to be remarkable as it was an additional source of knowledge for them, and they practically understood about how we see the world in this field. He enlightened the students on various topics which would be so useful not only in our career life but also our lives in other aspects also. His session was so inspiring. He shared different facts and overall, the students found the session to be very interesting, informative, intriguing, it taught them so many new things and how to view every minute detail of a business life. He spoke about marketing, leadership and life skills which he explained using his life journey's as examples.

The entire session was very interactive and interesting. He also held a small Q and A session with us and the students asked various questions relating to the marketing trends, life skills and the opportunity to know more about recent trends in marketing and the business life.

Number of Participants:75 Students

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