



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

SCHOOL OF MANGEMENT STUDIES

Report On "Guest lecture on "Recent trends of marketing"

Event Type	: <u>Guest lecture</u>
Date / Duration	: 16-04-2019/ 1 Day
Resource Person	: Prof.M.S. Narayana
Name of coordinators	: Dr A Adishesha Reddy, Professor & HOD
Target Audience	: MBA Students
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Total No of Participants	: 105
Objective of the event	: To impart knowledge to students on the changing dynamics of marketing concept in the current scenario
Outcome of event	: On completion of this webinar Student can able to: <ul style="list-style-type: none">• Understand how to increase the value of various products• Analyze the trends of market so as to better perform and compete in the market

Description / Report on Event:

Resource persona made it convenient to interact with students and the webinar went on for 2 hrs. Including question hour and students expressed their doubts clearly in front of the resource person

Feedback / Suggestions :

Students request the HOD and faculty to convene these kinds of programmes for enhancing their skills and knowledge.

Photographs:


