



## ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)

Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

**Title:** Seminar on Marketing

**Date:** 24-08-2017

**Resource person:** Dr. G ShyamalaRao.  
M.com, MBA, M.Phil., Ph.D.  
Dept. of Management studies

**Objective of workshop:** The objective of this seminar is to create awareness among students about marketing

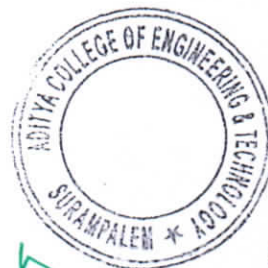
**Beneficiaries:** Faculty and Students

**Outcome of the event:** This session help student able to gain huge knowledge how to Increase sales. Build brand awareness, Grow market share, Launch new products or services. Target new customers, Enter new markets internationally or locally, improve stakeholder relations, Enhance customer relationships. Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved.

**Budget**

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. G ShyamalaRao)	7500/-
2.	T.A/D.A	1500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	100/-
4.	Snacks and Drinks ( 40X Rs.30/-)	1200/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
<b>Total amount</b>		<b>10500/-</b>

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PRINCIPAL  
Aditya College of Engineering  
& Technology  
SURAMPALEM-533437



# ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

(Formerly affiliated to JNTU, Est. 1983, Approved by AICTE, New Delhi, Affiliated to JNTU-UG)  
Aditya Nagar, 404 Road, Surampalem

## Seminar on Marketing

By

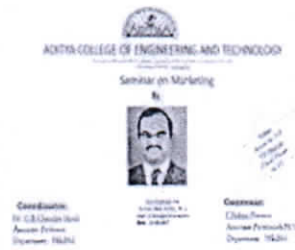


**Dr. G. Shyamala Rao,**  
M.Com., MBA, M. Phil., Ph.D.,  
Dept. of Management Studies  
Date : 24-08-2017



**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

**Convenor:**  
T.Padma Praveen  
Associate Professor & HOD  
Department : H&BS-I



Gallery coverage of Marketing



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