

WORKSHOP ON EXPLORING ENTREPRENEURIAL DIMENSIONS FOR MARKETING PROFESSIONALS

Date: 12/07/2019

Organizing Department: Department of Management Studies

Mode: Offline

No. of Participants: 45

Duration of Event: One day

Resource person: Dr. Reeta Singh, Assistant Professor, MNIT Jaipur

Coordinator Name: Mr. Hitesh Tikyani, Ms. Poonam Rajharia, Ms. Deepika, Mr. Pankaj Meel, Ms. Madhubala Kaushik, Ms. Anadi Trikha, Mr. Adit Jha

Event Venue: Seminar Hall, Technology Block



Vivekananda Global University, Jaipur

**Workshop
on**

“Exploring Entrepreneurial Marketing Dimension”

In association with



Last Date for Registration is 8 July, 2019

**For Registration, Please Contact
Ms. Madhu Kaushik, Assistant Professor
Department of Management Studies
+91 9799901259**

**Venue: Auditorium, Technology Block, VGU
Date: 12 July, 2019
Timings: 10:00 Am**

Brief Report

The workshop on Exploring Entrepreneurial Marketing Dimension was well structured, focused and result oriented. The workshop focused on the key of success for an entrepreneur, which is to obtain sales and profits as quickly as possible upon launching the venture.

Dr. Reeta Singh, Assistant Professor, MNIT Jaipur in her keynote address, stressed on the importance of innovation and invention as facilitators of the growth and development story of the nation. It acquainted the participants with the subject matter of entrepreneurial marketing, its focus on all the essential elements to successfully achieve the needed sales and revenues which includes identifying and selecting the market, determining the consumer needs cost effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. This activity enhances the entrepreneurial development in the students.