

J.C. Bose University of Science and Technology, YMCA, Faridabad

Webinar

On

Sales Fundamentals & Career Aspects in Sales and Marketing

October 19, 2020

The e-session on Sales Fundamentals & Career Aspects in Sales and Marketing was delivered by expert speaker, Mr. Aditya Verma, Regional manager at Pidilite industries limited on 19.10.2020 from 9:00 – 11:00 A.M. He provided insights of sales and marketing function. The speaker covered three main aspects: (1) the basics of sales, (2) the various do's and don'ts of sales and marketing, (3) the myths regarding corporate life post MBA. More than 180 students and faculty members attended the webinar.

Faculty Co-ordinators

Dr. Rachna Agrawal

Dr. Rajiv Sindwani

Research Student Co-ordinator

Ms. Ashima Verma