



Maharaja Agrasen Institute of Management Studies
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in

Report

Marketing Webinar

Career Progression as a Marketing Graduate: Myth vs. Reality

Date: October 27, 2020

Platform: Zoom Meeting

Link: <https://us02web.zoom.us/j/9097708196>

Organizing Committee:

Dr. Lokesh Jindal, Associate Professor, Department of Business

Administration Ms. Riya Sharma, Assistant Professor, Department of

Business Administration Ms. Shikha Sharma, Assistant Professor,

Department of Business Administration Ms. Taranpreet Kaur, Assistant

Professor, Department of Commerce

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”
– Joe Chernov

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit on October 27, 2020, MAIMS organized a Marketing Webinar on Career Progression as a Marketing Graduate: Myth vs. Reality. The webinar had the humble presence of Prof. S.K. Garg (Director General, MAIMS), Prof. Ravi Kumar Gupta (Director, MAIMS), Prof. V.K. Khurana (HOD, Business Administration), Dr. Manju Gupta, (HOD, Department of Commerce, faculty members and students of BBA and B. Com Programme.

The speaker of the webinar Mr. Baljit Singh, is an alumnus (2011-2013) of Department of Management, MAIT. He is working with American Express as Manager-PBS, Global Network Services, India and South-East Asia. Prior to this he was associated with Samsung India as Manager Product Planning (Samsung Pay) From April 2017 till March 2020. In total he has 7+ years of experience across start-ups and Forbes 500 companies in Emerging Payments,



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



Maharaja Agrasen Institute of Management Studies
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in

Contactless Payments, Strategic Alliances, App Monetization and Business Development.

The webinar started with the kind words of Prof. S.K. Garg who appreciated the theme of webinar and its relevance in the contemporary times. He expressed his keen interest to hear the speaker's reflection on career progression in marketing domain.

Mr. Baljeet Singh began his talk by apprising the students with the basic knowledge and elements that an aspiring marketing professional needs to work upon while starting a career in marketing domain. He discussed that people can have different reasons to join marketing profession. First, marketing career is one of the high paying careers. Second, there are always chances of growth and promotion in this particular field. Moreover, some people want to be marketing professionals because they like how they have to be creative, innovative and different in this career. He highlighted that since marketing is an integral part of every business in the world so the opportunities in the field are numerous. Mr. Baljit Singh encouraged the students to work with start-ups, as it would lead to real experience & exposure, at the same time he also helped the students to clarify the doubts about the corporate world, and the skill-set they should work upon to be a successful marketer.

The session turned out to be a very learning and fruitful experience for the participants. The student's enthusiasm in the webinar was visible from their willingness to interact with the speaker at great length. Mr. Baljeet Singh very patiently handled all the queries and doubts of students. With immense learnings as a take away, the organizing team promises a bigger version in years to come.



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN