



Maharaja Agrasen Institute of Management Studies
Department of Business Administration

Under the Aegis of IQAC

Marketing Webinar
Career Progression as a Marketing Graduate: Myth vs. Reality
October 27, 2020

Report

“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, 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 the 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



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reasons to join marketing profession. First, marketing career is one of the highest 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, 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.

Faculty Conveners:

- **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.**



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Glimpses of the Webinar

The image displays two screenshots from a Zoom webinar. The top screenshot shows a host speaking to 64 participants. The bottom screenshot shows a presentation slide titled "Introduction" with a career timeline for Mr. BALJIT, listing roles like Senior Executive, Asst' Manager, and Manager at various companies from Feb '13 to Mar '20.

Participants (64)

- SHIKHA SHARMA(Co-Host)
- Charu Mohla
- Geetanjali Gupta
- Sakshi Gupta
- Shweta Rastogi
- Dr Rachna Jain
- Rachita Aggarwal
- Sarita Garg
- Akshita Sharma
- Aayush Kathuria
- Abhishek Gupta
- Tarvi Dhingra
- Praveen Kumar Singh
- Dr.Usha Nair
- Mehak Dhaniya
- YASH JAIN
- Kamna Vaid
- Khushi Bansal

Participants (110)

- Riya Sharma(Co-Host, Me)
- MAIMS Delhi IN(Host)
- Ravi Kumar Gupta(Co-Host)
- Dr Vijay Khurana(Co-Host)
- Manju Gupta(Co-Host)
- Skargari(Co-Host)
- Mr BALJIT(Co-Host)
- SHIKHA SHARMA(Co-Host)
- MAIMS Delhi IN(Co-Host)
- Charu Mohla
- Geetanjali Gupta
- Sakshi Gupta
- Shweta Rastogi
- Dr Rachna Jain
- Rachita Aggarwal
- Sarita Garg
- Akshita Sharma
- Aayush Kathuria

Introduction

Mr. BALJIT

STARTUP

Senior Executive (Feb '13) | **Asst' Manager** (Aug '14) | **Manager** (Oct '16) | **Manager** (Apr '17) | **Manager** (Mar '20)

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Business Development | **Consultation + Project Mgmt**



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The image shows two screenshots of a Zoom meeting. The top screenshot shows a man wearing a white turban and a blue checkered shirt speaking. The bottom screenshot shows a certificate presentation slide for Mr. Baljit Singh.

Participants (108)

- Riya Sharma(Co-Host, Me)
- MAIMS Delhi IN(Host)
- Ravi Kumar Gupta(Co-Host)
- Dr Vijay Khurana(Co-Host)
- Manju Gupta(Co-Host)
- Skargarg(Co-Host)
- SHIKHA SHARMA(Fn-Host)

Zoom Group Chat

NISHANT CHUGH To Everyone
if i am not selected in top B school then how to fill that gap between me and someone who has been selected in top B schools, so that I can also have good income scope.

Hritik Goel To Everyone
Good evening Sir, kindly let me know that is mba important with respect to experience and networking and business tactics or not?

To: Everyone
Type message here ...

Participants (99)

You are viewing MAIMS Delhi IN's screen

GROW-TREES!
Great with trees offset with trees

Mr. Baljit Singh
Honoured With
A Bountiful Tree
At Trees for Delhi, India

October 27, 2020

By Maharaja Agrasen Institute of Management Studies
Marketing Webinar
Thank you

MAIMS
॥ योग: कर्मसु कौशलम् ॥
Vishal Nave Inscriptions
Certificate No: 2247188

Zoom Group Chat

Tanvi Dhingra To Everyone
Thank you Sir.

Nitya gupta To Everyone
thank you sir 😊

Diksha Chauhan To Everyone
Thankyou sir.

To: Everyone
Type message here ...