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REPORT ON WEBINAR

"CAREER OPPORTUNITIES IN THE FIELD OF MARKETING AND IPR:

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 Webinar on Career opportunities in the field of Marketing and IPR 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 oncareer 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 could have different reasons to join marketing profession. First, marketing



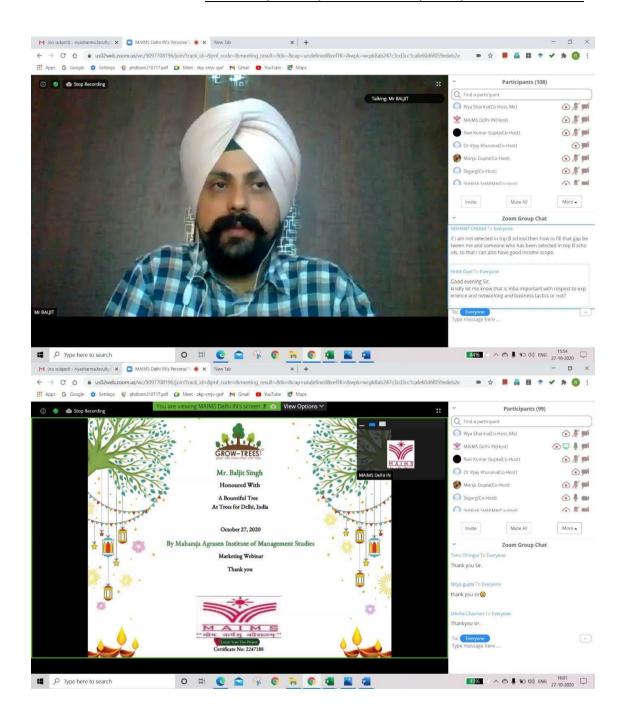
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career is one of the high paying careers. Secondly, He discussed that In India and globally, IPR as a career is very popular and that is one of the reasons many lawyers go for a specialization in intellectual property rights and practice in prosecuting patent law, IP litigations, copyrights, trademarks, etc. He highlighted that the relevance of this profession by explaining the importance of protecting intellectual property rights, and how a company can expand the value of their assets and increase future productivity by doing the same. 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 .

110 students from Department of Business Administration and Department of Commerce attended the session. 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 takeaway, the organizing team promises a bigger version in years to come.



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