



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 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 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 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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The screenshot shows a Zoom meeting in progress. The main video feed displays a man wearing a white turban and a blue checkered shirt, identified as Mr. Baljit Singh. The Zoom interface includes a 'Participants' list on the right with 108 participants, a 'Zoom Group Chat' window with messages from Nishant Chugh and Hritik Goel, and a Windows taskbar at the bottom showing the time as 15:54 on 27-10-2020.

The screenshot shows a Zoom meeting displaying a presentation slide. The slide is titled 'GROW-TREES! Great with trees, Great with trees' and is a 'Thank you' message for Mr. Baljit Singh, who is 'Honoured With A Bountiful Tree At Trees for Delhi, India'. The event is dated October 27, 2020, and is organized by Maharaja Agrasen Institute of Management Studies. The slide features the MAIMS logo and the motto 'योगः कर्मसु कौशलम्'. The Zoom interface on the right shows 99 participants and a chat window with messages from Tanvi Dhingra, Nitya gupta, and Diksha Chaudhan. The Windows taskbar at the bottom shows the time as 16:01 on 27-10-2020.



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The image shows a Zoom meeting interface. The top portion displays a video feed of a man with glasses speaking. The bottom portion shows a presentation slide titled "Introduction" with a career timeline. The timeline includes roles: Senior Executive (Feb '13), Asst Manager (Aug '14), Manager (Oct '16), Manager (Apr '17), and Manager (Mar '20). Companies associated with these roles are 99acres.com, PayU, SAMSUNG, and AMERICAN EXPRESS. A "STARTUP" icon is also present. The participant list on the right shows 64 participants in the top view and 110 in the bottom view. The bottom view also shows a "You are viewing Mr BALJIT's screen" notification and a "View Options" dropdown. The Windows taskbar at the bottom shows the date as 27-10-2020 and the time as 14:36.