



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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23 September, 2025

REPORT- SEMINAR ON ‘CAREER INSIGHTS IN MARKETING’

Academic Year 2025-26

Event Title: Seminar on ‘Career Insights in Marketing’ in collaboration with Dronacharya Mentoring Board

Organizing Unit: Training & Placement Cell (Department of Business Administration)

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Event Coordinators: Dr. Bharti Chaudhary, Dr. Monika Sharma , Ms. Shraddha Sharma

Event Date: September 23, 2025

Event Time: 12:15 am

Event Location: Room 902, MAIMS

Total Participants: 30

Event Overview

The Training & Placement Cell of the Department of Business Administration organized a seminar titled “Career Insights in Marketing” in the Seminar Hall at MAIMS. The session aimed to provide BBA students with valuable exposure to career opportunities in the marketing domain and equip them with practical knowledge about industry expectations.

Introduction to the Speaker

The session featured Mr. Harshit Sadhwani, a distinguished alumnus of MAIMS, who is currently excelling as a Marketing Solutions Lead. With strong expertise in designing marketing strategies, leading campaigns, and delivering client-focused solutions, Mr. Sadhwani shared insights from his professional journey, offering students a realistic perspective on careers in marketing.



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Purpose of the Webinar

The objectives of the seminar were :

- To introduce students to the wide spectrum of career pathways in marketing.
- To provide clarity on essential skills required to thrive in digital and traditional marketing roles.
- To highlight growth opportunities in brand management, advertising, and marketing analytics.
- To emphasize the importance of creativity, adaptability, and consumer insight in today's marketing world.
- To inspire students by connecting academic learning with industry demands.

Key Highlights

1. Career Pathways in Marketing:

Mr. Sadhwani described diverse roles in the marketing field, ranging from digital marketing and brand management to content strategy, advertising, and client servicing. He also explained how each role demands a balance between creativity and analytical thinking.

2. Skill Requirements:

He emphasized the importance of communication, storytelling, consumer psychology, and analytical skills. Mr. Sadhwani encouraged students to build hands-on experience in tools like Google Analytics, SEO platforms, and social media dashboards.

3. Industry Insights:

Students were exposed to emerging trends such as influencer marketing, AI-driven campaigns, and personalization in customer engagement. The speaker highlighted how marketing is becoming increasingly data-driven while retaining its creative essence.

4. Certifications & Upskilling:

Guidance was provided on certifications like Google Ads, HubSpot, Meta Blueprint, and content marketing specializations. Mr. Sadhwani explained how continuous learning and upskilling can make students stand out in competitive job markets.

5. Interactive Q&A:

The session concluded with an interactive discussion, where students asked about career preparation, internship strategies, and opportunities in digital marketing. Mr. Sadhwani responded with practical advice and examples from his own career journey.

Conclusion

The seminar on "Career Insights in Marketing" proved to be an enriching experience for the BBA students. The insights shared by Mr. Harshit Sadhwani not only motivated the students but also provided them with a roadmap to explore and build careers in marketing. The overwhelmingly positive response from students reflected the seminar's success in bridging academic knowledge with real-world industry applications.

