

# MONARK UNIVERSITY

## Faculty of Management & Commerce

### SEMINAR REPORT

Name of Activity/Event:	3- Day Training Program on Sales and Marketing				
Name of Organizing Body (Institute/Department):	Faculty of Management & Faculty of Commerce				
Sponsoring Agency:	Monark University/SSIP			Amount in Rs. (if any):	NA
Academic Year:	2024			Date of Event:	10th to 12th July 2024
Total No. of Participants (Students):	185	Male:	107	Female:	78
Total No. of Participants (Faculty):	07	Male:	03	Female:	04
Name of Faculty Coordinator:	Prof. Sarvesh Soni				
Email Id:	Sarvesh.soni.fom@monarkuni.ac.in		Contact No.:	9173955831	
Name of Subject Expert:	Mr. Kunjan Patel & Mr. Vimal Mehta				
Email Id:	kunjanp@y4d.ngo		Contact No.:	+918200265951	
Details of Activity:	Monark University has organised three day training program on "Sales and Marketing". The session was focused on Innovative Sales Strategies for Modern Markets. The training program was guided by Mr. Kunjan Patel and Mr. Vimal Mehta, who are seasoned experts working with "Hindustan Coca Cola Beverages".				
Outcome:	The Sales and Marketing Seminar organized by Monark University was highly successful, providing participants with enhanced knowledge and skills in the latest trends and strategies in sales and marketing, particularly in digital marketing and CRM tools. The event facilitated significant networking opportunities among industry professionals, students, and faculty, fostering potential collaborations and partnerships. Real-world case studies and role-playing exercises have been incorporated by the experts. Interactive Q&A sessions ensured high engagement and personalized feedback from experts.				
Awards (if Any):					

### Photographs of Event





**Sign of Event Coordinator:**