



SARASWATI Education Society's  
**SARASWATI College of Engineering**

Learn Live Achieve and Contribute

Kharghar, Navi Mumbai - 410 210.

Date: 10/11/2020.

**Entrepreneurship Development Cell**

**Notice**

All the students are informed that a talk on “**Marketing Skill development**” will be organised on 24th November 2020 by the Alumni (Asif Tanveer, BE Mechanical) working in the area of Marketing. The different sales strategies and the doubts of the students aspiring for entrepreneurship of management Jobs will be cleared.

The talk will be in online Mode on google meetat . The registration link of the same will be circulated in your whatsapp group.

*Parvinder*

**ED cell Head**

*[Signature]*

**Principal**



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**Entrepreneurship Development Cell**  
**Marketing skill development**

Date: 24 Nov 2020

Topic: Marketing Skill Development

Speaker Name: Mr. Asif Tanveer working at Xylem INC, Technical marketing

Venue: Zoom meeting(online)

Date: 24 Nov 2020

Time: 2:00 PM to 3:30 PM

No. of Participants: 43

**Objectives**

- To improve Marketing skills
- To understand various marketing practices

A talk on "Marketing Skill Development" was conducted by Mr. Asif Tanveer on 24 Nov 2020, total 43 interested students of department of mechanical engineering were attended the seminar.

**Highlights**


- **B2B Marketing**
  - Content Marketing
  - Inbound Marketing
  - Social Media Marketing
  - Search Engine Optimization
  - Search Engine Marketing/PPC
  - Account Based Marketing (ABM) and Retargeting
  - Earned Media and PR
  - Referral Programs
  - Industry Events
  - Conversational Marketing
- **B2C**
  - Social Networks and Viral Marketing

- Paid Media Advertising
- Internet Marketing
- Email Marketing
- Direct Selling
- Point-of-Purchase (POP) Marketing
- Co-Branding, Affinity, and Cause Marketing
- Conversational Marketing
- Earned Media/PR
- Storytelling

The complete highlights were explained nicely to the candidates

**Outcomes:**

- Students understood the role of marketing in entrepreneurship
- The B2B and B2C marketing were well understood by the students.

  
ED Cell Head

  
Principal