



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

Master of Business Administration Report on Alumni interaction on 12.04.2022 (In association with E-sprit club)

Event Name	Alumni Interaction
Event type/Name	Seminar on Marketing opportunities for MBA students
Date/duration	12.04.2022
Resource person/Organiser	Mrs. Mary Susanthi 18761E0017 Working as senior marketing analyst at Transennnd street India pvt. ltd
Name of Convener	Dr A Adishesha Reddy
Target audience	I MBA students
Total No. of participants	90
Objective the event	To discuss marketing skills required to the girl students to fit in to the industry.
Description about the event:	Mary sushanti interacted with the students and analysed the marketing opportunities by acquiring the skills in the area of digital marketing.



Dr.A.Adishesha Reddy