



**REPORT ON GUEST LECTURE BY Mr. NARESH SHUKLA ON
24th MARCH 2022
ON
CAREER PROSPECTS & SKILLS REQUIRED IN
PHARMACEUTICAL MARKETING**

As a part of imparting training to students for campus selection in the marketing field, Mr. NARESH SHUKLA, Key accounts manager in PROCTOR & GAMBLE HEALTHCARE LIMITED, was invited by our beloved Director Dr.N.Srinivas, Principal Dr.T.Saritha Jyostna, Vice-Principal Dr.T.Mamatha and Placement Officer Dr.T.Venu to address, motivate and train the students for campus selection in the marketing field to GLAXO SMITH KLINE (GSK), Mumbai.

The session was started by inviting our Director Dr.N.Srinivas, Principal Dr.T.Saritha Jyostna, Resource Person Mr.Naresh Shukla, and Placement Officer Dr.T.Venu on to the Dias by P.Madhuri of final year. The session was started with a message to the audience by Dr.N.Srinivas, followed by a brief message by Placement Officer Dr.T.Venu.

Further the speaker delivered a quality lecture and provided valuable information on various career opportunities available for the B Pharmacy students. He motivated the students to seek marketing as a career opportunity. He also discussed about the qualities to be possessed by a marketing person and how to promote/ increase the sales of a product of a company. He also

explained about the hurdles and advantages in the marketing field. By the end of the session students gained much knowledge about marketing field and also prepared themselves for campus selection of GLAXO SMITH KLINE (GSK), Mumbai. He also built up the confidence levels of the students attending the interview.

The session was finally concluded by felicitating the Resource Person Mr. NARESH SHUKLA, by Dr. N. Srinivas. Then vote of thanks was proposed by P. Madhuri of final year, who acknowledged the Management, Director, Principal, Vice-Principal, Resource Person, Placement Officer and Faculty for arranging such motivational, informative lecture which built up the student's confidence to attend the event. Finally Madhuri also conveyed her thanks to the students who made the programme a grand success.

