



27th November 2021

Marketing Area

CMS Business School

Jain (Deemed-to-be University)

Prepared by:

Dr. AVR Mahadev

Assistant Professor – Marketing

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1. Introduction:

The Placement season for the MBA batch of 2020-22 of CMS Business School would begin in Nov 2021. This cohort of students is thus at a crucial crossroad of life - with important career choices to make and aspirations to manage, at a time when the world is still reeling from the drastic changes that the Pandemic has thrown at us! With the objective of guiding our marketing students through these decisions, the Marketing Area of CMS Business School conducts a session (which is aptly named as the "Marketing Career Crossroads"). A similar event was held last year, and the 2021 Marketing Career Crossroads is thus the 3rd edition.

This year, the **Marketing Career Crossroads - 2 was held virtually on the 27th November 2021**. The session was held as panel discussions among experienced professionals from various industries. The objective was to provide students with exposure to job roles, career paths and skill sets required for sales and marketing careers across different sectors. The industries were identified on the basis of observing past trend of recruiters of CMS Business School. The faculty from the Marketing Area utilized their personal network to identify the following speakers from 4 different sectors:

	Industry	Resource Person	Designation of Resource Person	Company of Resource Person
1	BFSI	Mr. Nandkishore Gupta	Chief Manager – Service Sector group Wholesale Banking Bank	ICICI Bank
2	FMCG	Mr. Srinivas Pisipati	Associate Vice President Assisted e-commerce	Storeking
3	Digital/ Social Media	Mr. Lohith Ramachandra	Head, Social Media & Content Marketing	Mobile Premier League
4	Analytics and Research	Ms. BK Sowmya	Data Scientist	Hewlett Packard

2. Sequence of preparatory events:

1. The event was approved by the Dean and Director on 21st Sept 2020. (Annexure 1)
2. The faculty of the Marketing Area were requested to utilize their network to identify appropriate resource persons during an Area Meeting held on 25th Sept (Annexure 2).
3. The panel members were sent formal invitation mails (Annexure 3)

4. Dr. AVR Mahadev created a poster for circulation (Annexure 4)
5. Students were informed about the program and were asked to register for the event vide mail on 7th Oct (Annexure 5)
6. Student Placement Ambassadors from the Marketing Specializations were roped in as volunteers for the event and their duties and responsibilities explained through meeting on the Zoom Platform on 7th Oct. (Annexure 6).

3. Summary of event

About 108 students attended the Zoom webinar. (Annexure 7)

Karthik Pai, from the 3rd Semester played the role of the MC and Dr. AVR Mahadev facilitated as the moderator for the Panel Discussion for both sessions.

The session started as scheduled at 2.00 P.M. and the inauguration ceremony was addressed by Dr. Sangeeta Devanathan, Area Chair – Marketing.

The panel moderator, Karthik Pai then started with the introduction of the Panel members of the first session, consisting of Mr. Nandkishore Gupta, Chief Manager – Service Sector group Wholesale Banking, ICICI Bank, Mr. Srinivas Pisipati, Associate Vice President Assisted e-commerce, Storeking, Mr. Lohith Ramachandra, Head, Social Media & Content Marketing, Mobile Premier League and Ms. BK Sowmya, Data Scientist, Hewlett Packard. The vote of thanks for the second session was proposed by the Area Chair, Marketing – Dr.Sangeeta Devanathan

In the session, each panellist spoke about marketing and sales roles and functions in their industry, traced the possible career paths and informed the students about skill sets sought. The panel discussions were followed by a round of Q&A with the students.

Due to active participation from the panellists and the students, the event overshoot the scheduled time and concluded at 4.30 p.m.

As a token of appreciation and gratitude, formal thank-you letters were shared with the panellists along with some photographs of the event (Annexure 7 and Annexure 8).

Feedback forms were shared with the participants through a Google form – the link for which was shared with students. The feedback of student participants was recorded, basis which an attainment analysis was conducted. (Annexure 9)

4. Learnings from the Events

Delving into their personal experiences and expertise, nuggets of doable information was shared by all the speakers. Each of them emphasised on the fact that beyond studies there are few traits that an individual must possess which makes their candidature strong and impactful.

Some of the common points raises by the eminent speakers are in-depth knowledge about the subject concerned and current happenings around the subject. A general understanding about the world of business and information pertaining to it. Sincerity of purpose, a curiosity to know more and learn more. Taking up challenges, working in teams, onus of taking responsibility, positive attitude, humility, sharing success, impeccable communication abilities and many more that builds a strong personality.

Industry or the corporate world is in need of individuals and people who are committed to organizational goals and ready to walk that extra mile to build not only their own resume but also add to the bottom-line of the organization. Last but not the least to do Certification courses beyond the University studies that shall strengthen their knowledge base at the same time increase their personal market potential.

5. Objectives:

PO1	Foster learning through accumulation of knowledge.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop value based leadership.
PO5	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO6	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

Annexure 1

Proposal for Marketing Career Crossroads

Date: 21-Sep-2021

For the approval of Dean, CMS Business School

Dear Sir,

Sub: Proposal for Conducting **Marketing Career Crossroads**

The 3rd Semester Students of the 2019-21 batch are at the ‘crossroads’ of their career, with a number of important decisions on choice of industry, role, salary etc. that they need to make in the next couple of weeks – as they start their Placements season. The Marketing Area therefore proposes to hold an event called “**Marketing Career Crossroads**” where we intend to invite speakers from various industries to give students insights on i) Career paths in the industry, ii) what each job profile entails, and iii) the skills sets that are sought for that industry. A similar event was held for the 1st time last year (2019) and it was widely appreciated by the students of the previous batch – we may thus expect a similar reaction this year.

The details are as follows:

Title: **Marketing Career Crossroads, 2021**

Duration: **4 Hours**

Resource persons:

TBA.

We are in the process of finalizing the resource persons for this event. We intend to invite senior professionals with 15+ years of experience from across industries that are common recruiters at our campus.

The industries identified are: 1) Banking and Financial Services, 2) E-Commerce and Retail, 3) Real Estate, 4) Media and Advertising, 5) Digital Marketing, 6) FMCG, 7) Manufacturing, 8) Marketing Research and Analytics, 9) IT and ITES

Expected participants: **200**

Date : We intend to have this program in the form of 2 Panel discussions, one on **20th Nov 2021 (Saturday) between 2.00 P.M and 3.30 P.M** and the second on **27th Nov, 2021 (Saturday) between 2.00 P.M and 4.00 P.M**. Given the current pandemic situation, the event would be conducted virtually on the Zoom platform.

Kindly approve the same.

Regards

Marketing Career Crossroads Team

Annexure 2 : Minutes of Faculty Meeting



AVR Mahadev <mahadev.avr@cms.ac.in>

Marketing Career Crossroads - Schedule and Input

2 messages

AVR Mahadev <mahadev.avr@cms.ac.in> Mon, Oct 18, 2021 at 4:21 PM

To: Anantha Subramanya Iyer K N <asi@cms.ac.in>, "Dr. Anitha Nalasisvam" <dr.anithanalasisvam@cms.ac.in>, "Dr. Kalavathy K S" <dr.kalavathy@cms.ac.in>, "Dr. Satish Kumar" <dr.satishkumar@cms.ac.in>, "Dr. Saurabh Srivastava" <dr.saurabhsrivastava@cms.ac.in>, "Dr. Hemanth Kumar S" <dr.hemanthkumar@cms.ac.in>, Krishna Koppa <krishnakoppa@cms.ac.in>, Rahul Gupta <rahul_g@cms.ac.in>, Sangeeta D <sangeeta.d@cms.ac.in>, Sharat Kumar CMS <sharat.kumar@cms.ac.in>, Sudarshan S <sudarshan.s@cms.ac.in>, Suparna Ghosal <suparna.ghosal@cms.ac.in>, Ashish Athawle <ashishathawle@cms.ac.in>, "Dr. Trupti Dandekar Humnekar" <dr.truptidandekar@cms.ac.in>, "Dr. Vishal Soodan" <dr.vishalsoodan@cms.ac.in>, mahalakshmi s <maalakshmi.s@cms.ac.in>, Anurag Jain <anuragjain@cms.ac.in>, "Dr. Govindaraj M" <dr.govindarajm@cms.ac.in>, "Dr. Bikash R D" <bikash@cms.ac.in>

Dear All,

After due consideration of the TAP - R Block schedules and other activities in discussion with Sangeeta Madam, the event of Marketing Career Crossroads is now scheduled in two parts on the 13th of November and 27th of November from 2 pm to 5 pm.

Based on the suggestions and inputs by our faculty, the event on the 13th of November is scheduled to have the five industries of

1. Banking/ Insurance
2. Edutech
3. FMCG
4. Manufacturing and
5. Research/ Analytics

And the event on the 27th of November is scheduled to have the five industries of

1. B2B/ Information Technology
2. Media
3. Digital Marketing
4. Retailing
5. Hospitality

As has been put up earlier, I would request you to please give the speakers from your network of the respective industries as part of the event after the due confirmation from them. To coordinate the same and for the possible inclusion of speakers across the domains, request you to please put up the details of the speakers in the spreadsheet below.

https://docs.google.com/spreadsheets/d/1WrxSICdh3yHuT-SJURP_4yuyJmzkPUTMgync5kh8bUE/edit?usp=sharing

Regards,

Dr. AVR Mahadev,
CMS Business School
JAIN (Deemed-to-be University)

Annexure 3 : Invitation Mail (Sample)

Invitation to a Panel Discussion on Marketing Career Crossroads



AVR Mahadev <mahadev.avr@cms.ac.in>

Wed, Nov 24, 2021, 7:58 PM

to ap.srinivas, Sangeeta

Dear Mr. Srinivas,

Greetings from the Marketing Area of the CMS Business School, Jain (Deemed-to-be University).

The Placement season for the MBA batch of 2020-22 of CMS Business School would begin shortly. This cohort of students are thus at a crucial crossroad of life - with important career choices to make and aspirations to manage, at a time when the world is still reeling from the drastic changes that the Pandemic has thrown at us! With the objective of guiding our marketing students through these decisions, the Marketing Area of CMS Business School conducts a session (which is aptly named as the "Marketing Career Crossroads") around the same time each year.

This year, the Marketing Career Crossroads is being held virtually on 27th November 2021 from 2 pm to 4 pm. The session would be held as a panel discussion among experienced professionals from various industries.

We are highly obliged that you have accepted to be a panelist for the discussion, and look forward to your inputs on i) career options in the marketing and sales domain in your industry, ii) the typical career paths and the iii) the skill sets that are sought for marketing and sales professionals in your industry. The panel discussion would be followed by a free-flowing Q&A session with our students.

Other relevant details would be shared with you shortly. Thank you once again for accepting our invite. Look forward to the interaction on the 27th of November.

Regards,

Dr. AVR Mahadev,

CMS Business School

JAIN (Deemed-to-be University)

No.17, Sheshadri Road, Gandhi Nagar

Bangalore - 560009

Reply

Reply all

Forward

Annexure 4 : Poster

JGi **JAIN** | CMS BUSINESS SCHOOL
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← →

MARKETING CAREER CROSSROADS

27th November, 2021
02:00 - 04:00 PM

Mr. Srinivas Pisipati
Associate Vice President at StoreKing
Assisted e-commerce giant

Mr. NandKishore Gupta
Chief Manager – Service Sector group
Wholesale Banking – ICICI Bank

Mrs. Sowmya B K
Data Scientist – Hewlett Packard

Mr. Lohith Ramachandra
Head, Social Media & Content Marketing
Mobile Premier League

Register and Join:
<https://rb.gy/r14vye>

A Marketing Area Initiative

bschool.cms.ac.in

Annexure 5 : Call for registrations



AVR Mahadev <mahadev.avr@cms.ac.in>

Marketing Career Crossroads (Part 2) - Register Now!

1 message

CMS Business School <bschool@cms.ac.in>

Sat, Nov 27, 2021 at 10:04 AM

To: 2021-23 CMSBS Resource Center <2021-23-cmsbs-resource-center@cms.ac.in>, Aviation MBA 2021-23 <aviation-mba-2021-23@cms.ac.in>

Cc: Sangeeta D <sangeeta.d@cms.ac.in>, AVR Mahadev <mahadev.avr@cms.ac.in>

Dear Student,

The "Marketing Career Crossroads", an event specifically curated for you by the Marketing Faculty of your Business School, has been created to enable you to make well-informed decisions related to a career in Marketing and Sales. Last week a number of you witnessed a power-packed panel discussion from the fields of Retail, IT and Media. This week, we are happy to announce the 2nd and concluding part of this edition of the Marketing Career Crossroads - where you can hear from and get clarity on careers in Sales and Marketing in the fields of FMCG, Banking, Marketing Analytics and Social & Digital Marketing.

Event: Marketing Career Crossroads (Part 2)

Date: 27th Nov 2021

Time: 2.00 p.m to 4.00 p.m

We do hope that you make the most of the opportunity that has been brought to you and register for the event at the earliest by clicking on this link:

<https://forms.gle/R3gn8SUtZ9wwexv96>

Student absenting himself / herself to this event after registering will not be considered for further marketing events / activities

Looking forward your active participation,

image.png

An initiative by Marketing Area of CMS Business School



image (6).png
1218K

Annexure 6

Registrations for Marketing Career Crossroads 27th November 2021

S.No	STUDENT NAME	ROLL NUMBER /USN	SECTION	EMAIL ID
1	Shree Hari.R	20MBAR0196	MHR	shreehari_r20@cms.ac.in
2	Jeevana sowjanya	20mbar0527	Mhr	Sowjanyareddy199110@gmail.com
3	Punith Kumar	20MBAR0315	MHR	punith_k20@cms.ac.in
4	S Raksha Gehloth	20mbar0408	MHR	raksha_sg20@cms.ac.in
5	N. Priyanka	20MBAR0026	MHR	priyanka_n20@cms.ac.in
6	Nivedita agrawal	20mbar0245	Cm2	nivedita_agrawal20@cms.ac.in
7	Mohammed safwan	20MBAR0510	CM2	mohammed_safwan20@cms.ac.in
8	Darisha Siva Krishna Guna Sai	20MBAR0569	MF-OFFLINE	darisha_s20@cms.ac.in
9	Nithesh Nayak	20MBAR0608	MHR	nithesh_nayak20@cms.ac.in
10	Urvashi soni	20mbar0303	Cm2	Urvashi_soni20@cms.ac.in
11	Vanshika Tulsian	20MBAR0639	CM 2	vanshika_t20@cms.ac.in
12	Cleonna John Prakash	20MBAR0562	MHR	cleonna_john20@cms.ac.in
13	Kaustabh Bhattacharya	20MBAR0308	CM2 online	kaustabh_b20@cms.ac.in
14	DIVYANSHU	20MBAR0656	CM1	divyanshu_raj2020@cms.ac.in
15	Arun Kumar M	20MBAR0524	Cm2	arun_m20@cms.ac.in
16	Shruthi R	20MBAR0257	MF	shruthi_r20@cms.ac.in
17	Aditya G	20MBAR0297	MHR	aditya_g20@cms.ac.in
18	Spoorthi bhat	20MBAR0373	MHR	Spoorthi_b20@cms.ac.in
19	Anjali Krishnan	20MBAR0268	MHR	anjali_k20@cms.ac.in
20	Anushka Chokse	20MBAR0292	CM02 ONLINE	anushka_chokse20@cms.ac.in
21	Sakshi Singh	20MBAR0353	CM1	sakshisingh_20@cms.ac.in
22	S Kailash Kumar	20MBAR0274	MHR	kailash_sk20@cms.ac.in
23	Priya V Krishna	20MBAR0460	Cm-1	priya_vk20@cms.ac.in
24	Anuja Patil	20MBAR0553	MHR	anujapatil214@gmail.com
25	Sakshee Jaiswal	20MBAR0286	MHR	Sakshee_jaiswal20@cms.ac.in
26	THUMMALA SNEHA SINDHU	20MBAR0271	Cm1	thummala_ss20@cms.ac.in
27	Junaid MC	20MBAR0309	MHR	junaidm_mc20@cms.ac.in
28	Neha S Kumar	20MBAR0105	CM 2	nehaskumar44@gmail.com
29	Siddharth S	20MBAR0559	MHR	siddysuneeth@gmail.com
30	NUTHAN K KUNJUMON	20MBAR0241	MHR	nuthan1107@gmail.com
31	Karthik pai	20MBAR0277	CM1	karthik_p20@cms.ac.in
32	Sandeep M	20mbar0551	Mhr	sandeep_m20@cms.ac.in
33	Amarjot Singh	20MBAR0533	MF1	amarjot_singh20@cms.ac.in
34	Mrinalini Didwania	20MBAR0251	CM1	mrinalini_d20@cms.ac.in
35	Fino Frangline	20mbar0578	cm 1	finofrank2013@gmail.com
36	Titli Banerjee	20MBAR0574	CM1	titli_b20@cms.ac.in
37	Billa V V Siva Rama Kousic	20MBAR0333	CM1	kousic_sivaram20@cms.ac.in

38	HARSHDEEP KALRA	20MBAR0646	MF	harshdeep_k20@cms.ac.in
39	Devika Jain	20MBAR0455	MF	devika_jain20@cms.ac.in
40	Siddalingayya Mathapati	20Mbar0270	CM2	siddalingayya_m20@cms.ac.in
41	Harsh Raj	20MBAR0529	CM1	harsh_raj20@cms.ac.in
42	Namratha T Sudheesh	20MBAR0290	MHR	namratha_s20@cms.ac.in
43	Ashik Paul	20MBAR0520	MF	Ashikpaul38@gmail.com
44	Mohammed safwan	29MBAR0510	CM2	mohammed_safwan20@cms.ac.in
45	Amritapa chattopadhyay	20MBAR0411	20MBAR0411	Amritapa_chattopadhyay20@cms.ac.in
46	Santhosh holla V M	20MBAR0219	MF	Santhosh_holla20@cms.ac.in
47	Aafaque Muazzam A	20MBAR0272	CM1	aafaquemuazzam123@gmail.com
48	sri vignesh m	20MBAR0253	CM1	srivignesh_m20@cms.ac.in
49	saritha reddy s	20MBAR0288	MHR	saritha_rs20@cms.ac.in
50	Raghava Surya M	20MBAR0108	CM1	raghava_m20@cms.ac.in
51	ABIN ANIL	20MBAR0313	Cm1	abin_anil20@cms.ac.in
52	Vineet	20MBAR0599	CM2	vineet_kumar20@cms.ac.in
53	Naveena G	20MBAR0338	MHR	Naveena.gajulu@gmail.com
54	PRACHI GOYAL	20MBAR0232	CM1	prachi_g20@cms.ac.in
55	Dr. Sireesha Nanduri		BS	Sireesha_n@cms.ac.in
56	ABIN ANIL	20MBAR0313	CM1	abin_anil20@cms.ac.in
57	ABIN ANIL	20MBAR0313	CM1	abin_anil20@cms.ac.in
58	Yash Vir Singh	20MBAR0565	CM02	yash_vir20@cms.ac.in
59	Neeraja Velumani	JU2021MBA16218	I	neeraja_v21@cms.ac.in
60	R manju ashwitha	14804	H	manjuashwitha_r21@cms.ac.in
61	Sehrish Syed Ilyas	JU2021MBA13589	A	sehrish_syed21@cms.ac.in
62	Sibivershan DT	JU2021MBA14738	F	Sibivershan_d21@cms.ac.in
63	Srikant K R	JU2021MBA10714	F	srikant_k21@cms.ac.in
64	Rohit Patel	10032	G	rohit_patel21@cms.ac.in
65	Sabiha Mohamed Nazerali	MBA10159	B	sabiha_nazerali21@cms.ac.in
66	MOHAMMED FATHEEN K	JU2021MBA10774	L	mohammed_fatheen21@cms.ac.in
67	TAGALA Mohd Rafi	JU2021MBA13641	E	tagala_mohd21@cms.ac.in
68	Ronak Bhansali	JU2021MBA16982	N	ronak_21@cms.ac.in
69	KADIYALA ACHYUTH KUMAR	MBA15673	E	achyuth_k21@cms.ac.in
70	Shailesh Hemanth T N	11422	A	shailesh_hemanth21@cms.ac.in
71	Anshika Walani	20MBAR0598	CM1	anshika_w20@cms.ac.in
72	Aakash Mathew	20MBAR0312	Cm2	aakash_mathew20@cms.ac.in
73	Ashil K Abbas	20MBAR0406	CM 1	ashil_abbas20 @cms.ac.in
74	Prarthana Medhi	20Mbar0377	cm1	prarthana_medhi20@cms.ac.in
75	Venkat Sandeep	14845	E	venkat_sandeep21@cms.ac.in
76	Shalini	12948	G	goripatishalini0607@gmail.com
77	Raghava Surya M	20MBAR0108	CM1	raghava_m20@cms.ac.in
78	Tharunika Lakshmi.K	20MBAR0547	MHR	tharunika_kl20@cms.ac.in
79	Athul Biju	20MBAR0175	MHR	athul_b20@cms.ac.in
80	STR SRIKUMARAN	20MBAR0596	20MHR	sri_kumaran20@cms.ac.in
81	Deepika	20mbar0334	Mf	Deepika_j20@cms.ac.in

82	G Lakshmi Venkata Rohith	20MBAR0344	Cm2	Lakshmi_venkata20@cms.ac.in
83	Aryan Jain	JU2021MBA15662	H	aryan_jain21@cms.ac.in
84	Grishma pagaria	20MBAR0413	Cm2	Grishma_p20@cms.ac.in
85	Suchanda Roy	JU2021MBA17239	L	suchanda_Roy21@cms.ac.in
86	NISHA PRASAD	13581	I	NISHA_PRASAD21@CMS.AC.IN
87	Katherine Albert	20MBAR0367	CM 1	katherine_a20@cms.ac.in
88	Prajakta Kalghatgi	20MBAR0564	MHR	prajakta_k20@cms.ac.in
89	Rachana N	MBA11524	N	rachana_n21@gmail.com
90	Puru baba batwani	Mba17079	G	Puru1629@gmail.com
91	Muskan Azad	JU2021MBA10672	J	muskan_kulsum21@cms.ac.in
92	Priya Yadav	JU2021MBA17293	F	priya_y2021@cms.ac.in
93	Nireeksha hegde	20MBAR0414	CM-1	nireeksha_sunil20@cms.ac.in
94	Ayush Tripathy	mba15180	L	ayush_tripathy21@cms.ac.in
95	ARAVIND UNNIKRISHNAN	20MBAR0316	CM1	aravind_u20@cms.ac.in
96	Shubhi Mishra	JU2021MBA16958	L	shubhi_m21@cms.ac.in
97	sidharth singhee	20MBAR0329	CM1	sidharth_s20@cms.ac.in
98	Sirisha	18MBAR0179	MHR	Sirisha_t2018@cms.ac.in
99	Karan Jaiswal	JU2021MBA14664	H	karan_jaiswal21@cms.ac.in
100	Nikita soni	20mbar0434	Mhr	2111nikitasoni@gmail.com
101	Nikitha Surana	JU2021MBA11935	J	nikitha_surana21@cms.ac.in
102	Abhishek Lakshman K	20MBAR0113	MF	abhishek_lk20@cms.ac.in
103	Rakesh cr	JU2021MBA13093	I	Rakesh_cr21@cms.ac.in
104	Kaushiki Inamdar	13859	F	Kaushiki_inamdar21@cms.ac.in
105	ABINAY.RANA	14306	L	Abinay_rana21@cms.ac.in
106	Komal jain	14583	N	Komal_jain21@cms.ac.in
107	MD FIRDAUS KHAN	11584	E	Firdausfk6564@gmail.com
108	Kavinbalaji	JU2021MBA14241	L	kavin_balaji21@cms.ac.in

Annexure 7 : Sample of thank-you letters



3-Dec-2021

Mr. Nandkishore Gupta,
Chief Manager, Service Sector Group
ICICI Bank

Dear Mr.Nandkishore,

The faculty of the Marketing Area of CMS Business School, Jain (Deemed-to-be University), would like to express their appreciation to you for speaking about careers in marketing & sales in the area of Banking and Financial Services at the 3rd edition of Marketing Career Crossroads that was held on 27th Nov 2021.

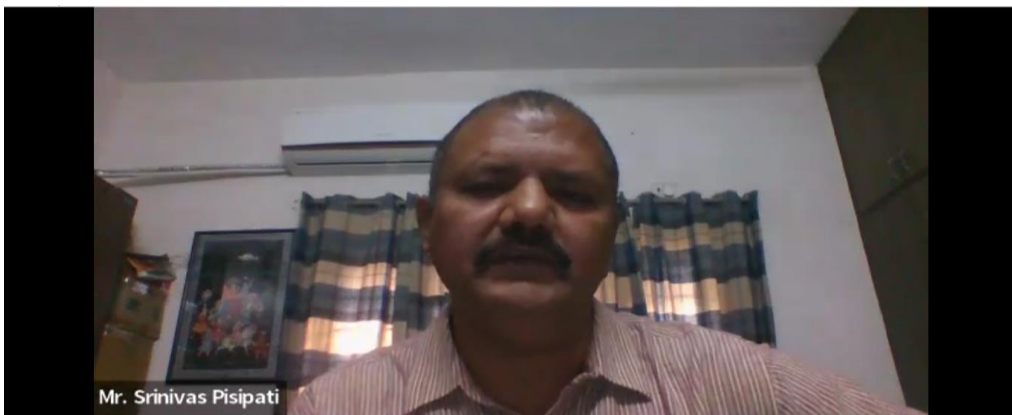
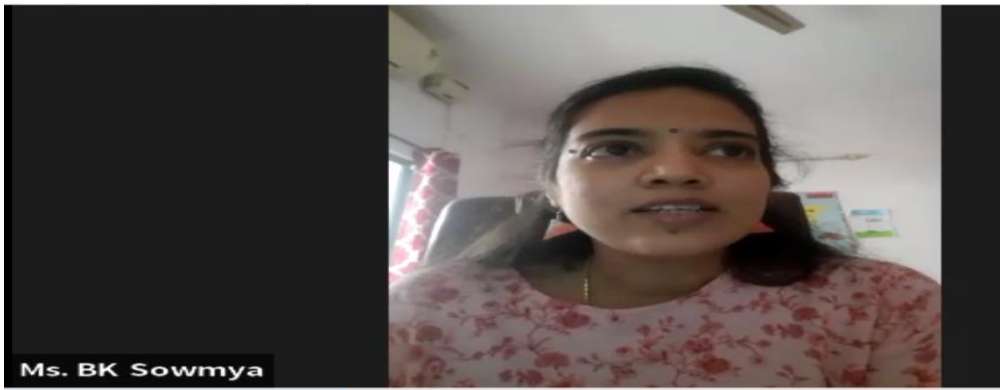
Thank you for taking the time to address our students. The positive responses from the participants are a reflection of your valuable inputs.

Once again, thank you for making the Marketing Career Crossroads successful, and we look forward to your continued support in the future.

With best regards,

Dr.Sangeeta Devanathan
Area Chair – Marketing
CMS Business School
Jain (Deemed-to-be University)

Annexure 8 : Photographs



Annexure 9

Feedback and Attainment Calculation

	Wt Score ⁴	5	4	3	2	1			
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Wt. Score	Max score
The Activity was interactive and included all participants well	PO1 PO2 PSO1PSO2	36	23	30	19	0	108	400	540
The Activity enhanced by understanding of Marketing	PO2 PSO1	21	23	27	37	0	108	352	540
The Activity was conducted well	PO5 PSO2	24	22	36	26	0	108	368	540
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	27	32	23	26	0	108	384	540
The Judges were fair in their assessment	PO4 PO6 PSO1	22	25	30	31	0	108	362	540
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	28	27	30	23	0	108	384	540
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	25	23	36	24	0	108	373	540

Attainment Calculation:

Marketing Club Activity

POs	Q1	Q2	Q3	Q4	Q5	Q6				Q7	Captured By	Total Attainment Score	Level Achieved
PO1	74%										Q1		
PO2	74%	65%								71%	Q1 Q2		
PO3				71%							Q4		
PO4					67%						Q5		
PO5			68%								Q3		
PO6					67%						Q5		
PO7				71%		71%					Q4 Q6		
PSO1	74%	65%		71%	67%	71%					Q1 Q2 Q4 Q5 Q6	70%	2
PSO2	74%		68%			71%					Q1 Q3 Q6	71%	3
PSO3				71%							Q4	71%	3