

SEMINAR ON MARKETING OF MEDIA PRODUCTS

On 27-09-2018 Franklin James Rtd General Manager and head Times Of India addressed MBA students in KLUBS. He spoke on the topic marketing of media products in comparison with FMCG products. He has highlighted the role of news paper industry in economic and social development of the country. He also explained the role of news paper company dealer newspaper boy and agent in the distribution of the news paper . In this program K.RAJESHKER director corporate affairs, Dr M.Kishore Babu Principal, other faculty were participated.