



Rashtriya Sikshana Samithi Trust

## **R.V. INSTITUTE OF MANAGEMENT**

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### **Circular**

**Date:** 09.10.2018

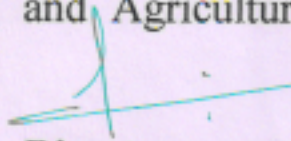
It is to inform all the students that, the Department of Marketing is organizing a guest lecture on "Innovative Distribution strategies for Rural Markets" for the students of section A and B of Marketing Specialization.

The guest lecture from an industry expert is a value addition to the subject Rural and Agriculture Marketing. This lecture aims at providing practical knowledge about the rural markets to the students from the practitioner's perspective.

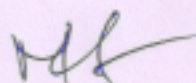
The lecture is scheduled between 2.00 pm to 4.30 pm on Friday 12th October, 2018 at the Conference hall.

The resource person identified for the programme is Mr. N.M. Mathew, Marketing Consultant, Bangalore, former Marketing Manager of Philips India Limited, Bangalore, who is instrumental for the launch of various Philips products in Rural India.

Attendance is compulsory for all the students of section A and B of Marketing specialization and it will be added to Rural and Agriculture Marketing subject.

  
**Director**

III Sem MBA

Sec 'A' - 

Sec 'B' - 