



# RAJARAJESWARI COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi.

Affiliated to Visvesvaraya Technological University, Belagavi

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## Department of Management Studies

1. TYPE OF EVENT : Entrepreneurial and Skill Enhancement program
2. TITLE OF THE EVENT : “Marketing Campaign”
3. EVENT DURATION : (16th July, 2022 morning to evening)
5. VENUE : RRCE Campus
6. INVITATION FOR : Rajarajeswari College of Engineering
7. TARGET PARTICIPANTS : RRCE Students
8. OUTCOME OF THE PROGRAM:
  - ✓ Helped us to improve marketing skills and sales
  - ✓ It helped us how to know to fixing prices and earn reasonable e profits and overcome from losses through marketing strategies
  - ✓ Marketing campaign helped us how to cope with the situations during losses which will be helpful to us for future startups.
  - ✓ It enhanced the negotiation skill
  - ✓ It improve our marketing research and analytical skill
  - ✓ It helps us to scan the marketing environment.



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## Invitation

**Rajarajeswari College of Engineering**  
Mysore road, Ramohalli cross, Kumbalgodu, Bangalore- 560 074

DEPARTMENT OF MANAGEMENT STUDIES  
PRESENTS

**NAVATARA 2K22**  
*On Saturday 16<sup>th</sup> July 2022*

*Sales And Entrepreneurship Skills Enhancement Programme*



### Organizing Committee

Dr. T. Chandrashekar  
Principal-RRCE

Dr.R. Balakrishna  
Dean-RRCE

Dr. N.Muthukumar  
Prof & Head-MBA

### Staff Coordinators

Mrs. Sowmya G  
AP-MBA

Mrs. Manasa  
AP-MBA

### Student Coordinators

Harshitha R

Shashank P

Nagaraju A

Hemalatha B R



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## Photo Gallery





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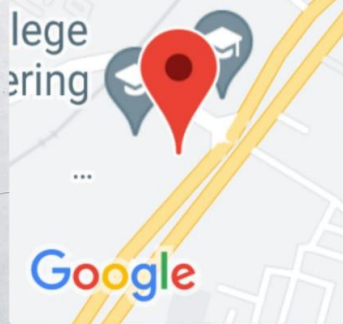
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GPS Map Camera



**Bengaluru, Karnataka, India**

Rajarajeswari College Of Engineering College Block, Rajarajeswari

College Of Engineering, Bengaluru, Karnataka 560074, India

Lat 12.886479°

Long 77.450205°

16/07/22 11:45 AM



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