

INTERACTIVE SESSION WITH MR. BARUN CHANDA

An interactive session with renowned advertising and film veteran, Mr. Barun Chanda, was organised by the Alumni Association of GMGC, on the 16th of March 2017. As an ex professor associated with the department, Mr. Chanda expressed his desire to renew his ties with the college and engage with the students in the upcoming academic sessions.

The interactive session consisted of Mr. Chanda sharing his experiences in the advertising industry, talking about the various career paths offered in the field of advertising. The event was attended by a major portion of the present student body of the department of Advertising, Sales Promotion and Sales Management who were keen to ask him questions about the nature of marketing practices in advertising, the social and ethical issues in advertising, the relationship between advertising and public relations and so on.

The feedback from the students and faculty alike was overwhelming. The students felt thoroughly enriched after the session.

