

**GUEST LECTURE**  
**On**  
**“Market Access strategy and Planning”**

**Department of Business Administration**  
**MUJ**

**27th November 2020**

**Mr. Arpan Agnihotri, Resource Person, Associate Director, Sandoz, New York, USA**

**Dr. Sunishtha Dhaka, Convenor, Department of Business administration, MUJ**

**Dr. Suhasini Verma, HOD, Department of Business Administration, MUJ**

# MANIPAL UNIVERSITY JAIPUR

Department of Business Administration

Guest Lecture on "Market Assess strategy and Planning"

(27th Nov.' 2020, Friday)

## REPORT

School of Business & Commerce, Manipal University of Jaipur has organized a Guest Lecture on "Market Assess strategy and Planning" on 27<sup>th</sup> November 2020 for BBA and BCom students.

Guest Lecture was held on 27<sup>th</sup> November 2020 from 09:30 am to 11:40 am. Mr. Apran Agnihotri was the guest speaker who addressed on the topic "Market Assess strategy and Planning" and enlightened the participants on strategic marketing planning and its benefits. The lecture was of more than two hours and provided many insights over the various market scenarios as well how practically marketing plan works out in Indian perspective as well in USA perspective.

He emphasized on the marketing process and planning based on stakeholders needs and requirements with the quoted examples current practices followed in his own industry that how the implementation takes place and what efforts as a marketer and researcher need to put on. He explained that "Successful businesses create and rely on business plans to help guide them and to clarify priorities. Business plans spell out ways companies intends to rationalize their resources, engage in production, and even handle their clients. Most importantly, sound business plans include strategic marketing plans". This statement was discussed in detail with covering all the points and provided real ground sense of working in industry. He also emphasised upon various components of a marketing plan with creating live situation case among the students and presented before. The session was very interactive for the students and helped them to gain ideas of practical knowledge.

Dr. Suahsini Verma welcomed and introduced the Guest Speaker while compering the event and briefed the objectives of the Guest Lecture in his Preface expressed conveyed their good wishes for a smooth event.

The programme concluded at 11.20 am with the Vote of thanks proposed by Dr. Sunishtha Dhaka.

(Dr Sunishtha Dhaka)

Assistant Professor

School of Business & Commerce



School of Business & Commerce  
Department of Business Administration

Expert Lecture  
on  
“Market Access Strategy & Planning”

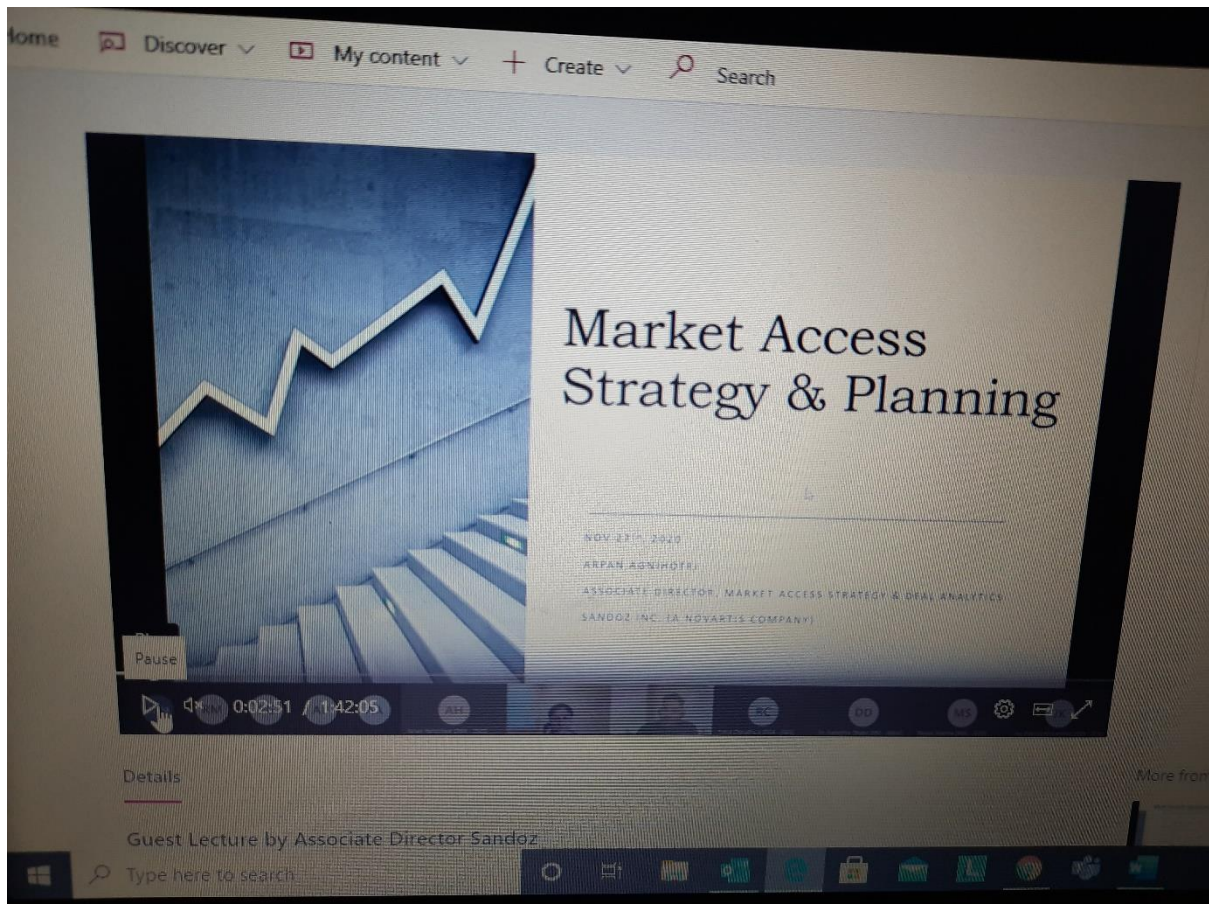
27th November 2020,  
9:30 AM

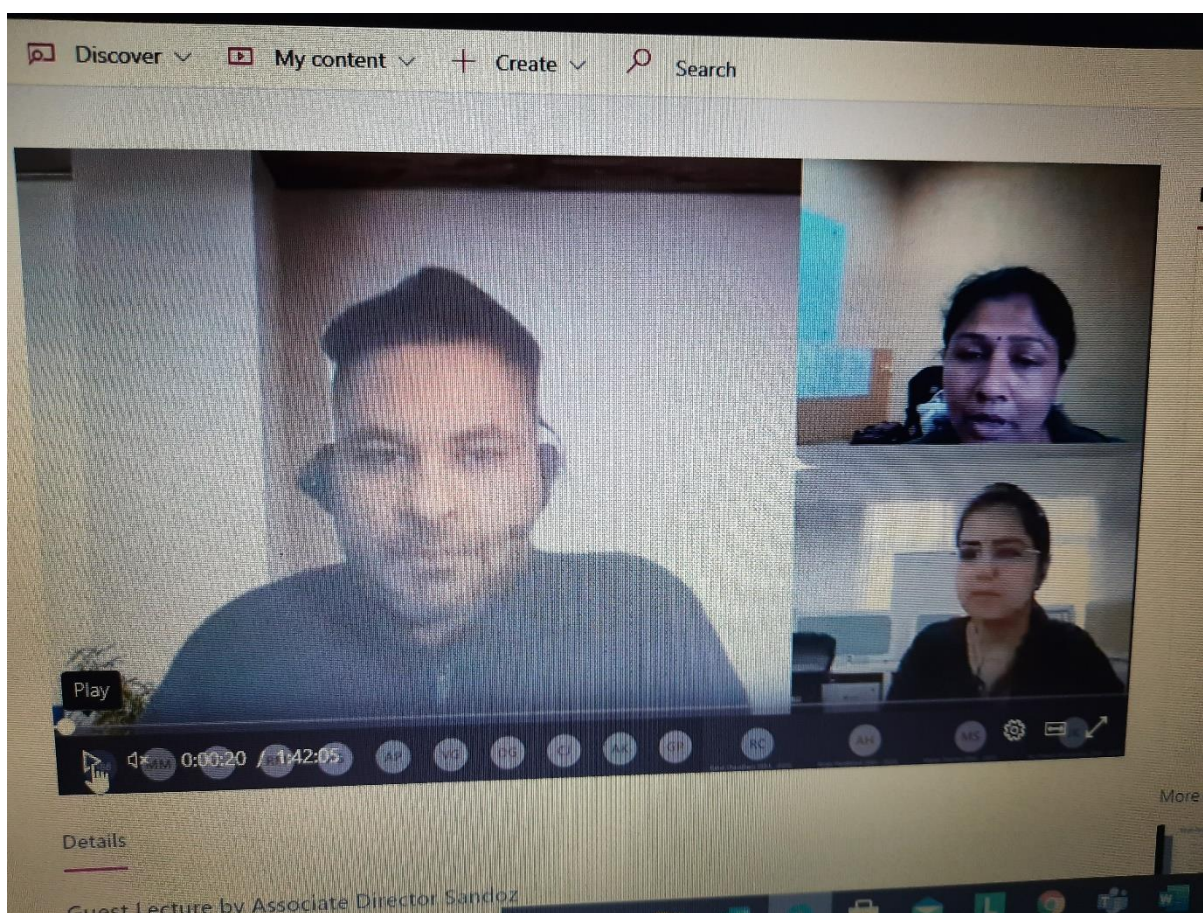


*Resource Person*

Mr. Arpan Agnihotri  
Associate Director at Sandoz,  
Market Access Strategy  
(Account Planning)  
New York City (USA)

Dr. Sunishtha Dhaka  
Convenor





**Event attendant by following students:**

S.No	Reg. No.	
Sr. No.	Registration No.	Name
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2	200901001 <input type="text" value="200901001"/>	JAI VERMA
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## **Student's Feedback on Expert Lecture**

- 1. The students found the speaker very good in explaining the concepts of Market planning and accessing pathway.**
- 2. The expert session was very good and thanks to teachers who provides us with such knowledge based expert lecture which is directly relevant to the subject matter of this semester as well.**
- 3. It is very interesting we wish that there will be more expert lecture sessions in the future**
- 4. This lecture provided the comparative insights of Indian perspective as well US perspective of market scenario.**
- 5. We expect more lectures of this which is enhancing our knowledge and also helping us in knowing the practical facts and making us industry ready.**