

# Marketing Boot Camp – 2017

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## **Adaptability: Secret of Evolving in the Corporate Ecosystem**

### **Event Summary**

<b>Event Type</b>	: Panel Discussion
<b>Organized By</b>	: AIMS Marketing Faculties
<b>Target Audience</b>	: PGDM & MMS First Year Students
<b>Tentative Event Date</b>	: 11 <sup>th</sup> November 2017; Saturday
<b>Duration</b>	: 120-150 minutes (Starting at 10:00AM)

### **Objective:**

The objective of this event is to provide first year students necessary insights to prepare them for the next two years of professional management education. This event is organized with the aim to prepare students with the basic skills that are required for them to survive and flourish in the competitive corporate world..

### **Theme:**

The theme for the event is “ADAPTABILITY: SECRET OF EVOLVING IN THE CORPORATE ECOSYSTEM”. It emphasizes the importance of adapting to the constantly dynamic environment in corporate even on a daily basis.

The theme of this event was finalized after interactions with corporate representatives across various sectors and at various levels of management. They were asked on the kind of problems that they face while interacting with MBA fresher or students who have only 1-2 years of work experience what are their expectations from them.