



GRADUATE SCHOOL OF MANAGEMENT STUDIES
GUJARAT TECHNOLOGICAL UNIVERSITY
(Accredited with A+ Grade by NAAC)

*A Guest Session on
"Marketing Analytics"*

Date: 24/03/2023

Name of Expert: Dr. Indra Meghrajani

Designation: Associate Professor

Affiliation: Narayana Business School, Ahmedabad

A guest session on "Marketing Analytics" was organized as a part of the "Business Analytics" course of MBA (International Business) Program for semester-4 students. The expert, Dr. Indra Meghrajani, an associate professor of Narayana Business School, Ahmedabad conducted the session. The guest session on Marketing Analytics was highly informative and engaging. It covered a wide range of topics followed by an interactive Q&A session where attendees had the opportunity to ask questions and seek clarification on various aspects of marketing analytics.

The guest speaker provided detailed and insightful responses, enriching the learning experience for everyone present. The students extend their heartfelt gratitude to Dr. Indra for sharing her expertise and knowledge with them. About 25 students attended the session and actively participated in discussion. The expert appreciated the involvement and dedication of the students. The session was organized and coordinated by the course coordinator Dr. Neela Multani, Assistant Professor, GSMS.

Few glimpses of the session are as below.



Report Prepared by:
Dr. Neela Multani, Assistant Professor, GSMS