

## **Student Project Evaluation and Guest Speech**

### **Marketing Communications (MKT 303)**



Department of Marketing Management has organized a guest speech on 'Marketing Communications in Practice' in par with the student project evaluation of 'Marketing Communications – MKT 303' course on 23<sup>rd</sup> August 2019. The resource person for this workshop was Mr. Kaushala Ratnaweera, Manager – Customer Marketing, GlaxoSmithKline (Pvt.) Ltd. The purpose of organizing this workshop was to present the third year student project on the brand 'Viva' which is a brand of GlaxoSmithKline (Pvt.) Ltd, in front of an expert from the same company to get the evaluation and comments on the improvements to the prepared marketing communications plan. And also the resource person delivered a speech with his experience in the industry blending theory with the practical world. The attentive behavior of the students made the session productive.