



SSR INSTITUTE OF MANAGEMENT & RESEARCH

Empower yourself @ IMR.

Sayli-Silvassa Road, Silvassa – 396230, UT of DNH & DD
Ph: 0260 2681114, director@ssrimr.edu.in, www.ssrimr.edu.in

Strategy Day Celebration

Marketing Management Specialisation

On 16th March 2020

Coordinator: Dr. Rajesh Kumar Pandey

SSR IMR Marketing Specialisation Students celebrated **Strategy Day on 16th March 2020.**

As part of the Strategy day celebration students were engaged in reviewing & presenting marketing strategies of selected companies. Such exercises have the potential of developing strategic marketing acumen in students. The students from Batch 2018-20 performed well during the presentation session. The effort was appreciated by the Director and Faculties at the Institute. MBA 1st Year students had the opportunity to witness the efforts of their seniors towards academic extra-curricular activities.



Strategy Day Celebration @ IMR