



Faculty of Business Administration

SEMINAR SERIES No. 26/0910

Marketing

“Preparing Marketing Research Professionals for the Third Millennium”

Prof. Madhav N. Segal

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Abstract

Professor Segal's seminar will cover current trends, challenges, and opportunities in the marketing research industry and how best to prepare for them so as to be able to optimize and best manage a professional career in marketing research. His presentation will also cover the necessary sets of skills needed to be a successful marketing research professional in this dynamic and competitive global economy.

Date: **June 9, 2010 (Wednesday)**

Time: **16:00 – 17:30**

Venue: **JM20**

ALL ARE WELCOME!