



KARTHIK.P. G
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Objective

Passionate in Teaching Profession and interested in **Marketing** and **HR**. Providing adequate knowledge to the students and drive them to their passion.

SUMMER INTERNSHIP PROGRAM	DURATION
Sales, Marketing and Distribution Management – Britannia Industries, Chennai	May 2019-June 2019

- The project involves understanding Sales and Distribution of Britannia Products on everyday basis in retail outlets. The day to day task involves assisting a salesman and understanding how sales and distribution works in Britannia Industries.

ACADEMICS			
MBA (Marketing/HR)	2018 – 2020	Thiagarajar School of Management	6.75
BBA(CA)	2015-2018	AJK College Of Arts and Science	7.0/10
Class XII	2015	Kannadi Higher Secondary School. Palakkad. Kerala	70%
Class X	2013	C.F.D.V.H. School, Palakkad	75%

ACADEMIC WORK AT TSM

- Analyzed the **Walk-in Rate of HCL Madurai** and identified that the awareness about HCL in Madurai is comparatively less. And recommended different strategies like Print, Radio and TV adds
- Analyzed the Castrol India Limited case in the current engine oil market from petrol bunks, auto dealers and mechanics
- Analyzed the Market target strategy of Paramount Clear Edge in Mainstream and Niche Marketing strategy
- Studied the case study on **TiVo** and identify the importance of creating awareness among the Market
- Understand the buying behavior of the customer by selling **Preethi Masala** in the form of direct marketing

PROJECTS AND PRESENTATION DURING UG

- Presented a paper “**E-Management in Agriculture** sector in the National Conference on ‘e-Management’ 2018
- Presented a paper entitled **E-Governance** on 24-Feb-2017
- Conducted an Event called Student Bazaar related to Marketing and Selling activities of Foods in UG
- Studied about the channel strategy and channel conflict in Malabar Cement at Palakkad
- Conducted one day IV to Swekar food factory and understood the functions of Production unit and the way of receiving orders from the clients

EXTRA-CURRICULAR ACTIVITIES

- Attended an event called Arthayudh in Christ Bangalore
- ☑ Active member in marketing team at TSM and Conduct an advertising event in TSM College to find the creativity within students
- Attended a mega event In Amrita School of Management for **HR**
- Active member of Sponsorship Team for the event YUKTI at TSM
- Done online course The Manager's Toolkit: A Practical Guide to Managing People at Work

4 Month of work experience in ICICI Prudential and 2 months of experience in Byju's

