



KARTHIK.P. G
 Karthikgopal98@gmail.com
 9946520566

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 sales man and understanding how sales and distribution works in Britannia Industries.

ACADEMICS			
MBA (Marketing)	2018 – 2020	<i>Thiagarajar School of Management</i>	6.75
BBA(CA)	2015-2018	<i>AJK College Of Arts and Science</i>	7.0/10
Class XII	2015	<i>Kannadi Higher Secondary School. Palakkad. Kerala</i>	70%
Class X	2013	<i>C.F.D.V.H. School, Palakkad</i>	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 for Marketing
- Active member in **marketing team** at TSM and Conduct an advertising event in TSM College to find the creativity within students
- 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
- 6 months certified course ‘Diploma in Computerized Financial Management’ under Government of Kerala
- Conducted one day Charity with UG college to the Rural people near to Palakkad
- Helped Flood affected people in Kerala and Chennai in the year 2018 and 2015