

Marketing Day - 2016

The Faculty of Management Studies of Rajarata University of Sri Lanka organized the Marketing Day – 2016 successfully for the 4th consecutive year with the collaboration of different business entities in the region at the Faculty premises on 20th September 2016. The main objectives of the program were: to establish and to enhance the University - Industry linkage as a win- win strategy, to enhance students’ skills in relation to marketing and related disciplines, to cultivate and to strengthen positive attitudes among the students which are demanded by the industry. Whilst identifying the significance of this program, all second year students of the Department of Accountancy and Finance, Department of Business Management and Business Information Technology degree program actively participated in this event with the guidance of the academics in the Department of Business Management. The industry representatives participated in this notable event emphasized the importance of organizing and conducting this type of activities in Universities and appreciated the attempt of the Faculty.

Winning groups

Champions : Advertisement for Wedding Rings, Gem and Jewelry (Pvt.) Limited

First runner-up : Advertisement for Siyapatha Finance Limited

Second runner-up : Advertisement for Micro Loan section- Pubudu Sewa Samitiya

