

**Report  
on  
Marketing Channel System**

QIS College of Engineering and Technology has organized entrepreneurship development program for ECE, EEE, CSE, Mech students

**Date** : 29.09.2018  
**Session Topic** : Marketing Channel System  
**Resource Persons** : Dr.B.Prasadarao, Professor, Sri Sivani College of Engineering, Srikakulam.

The head of the Institute presented presidential address to all the dignitaries and delegates in response to the welcome address by Mr.J. Jawahar Babu, MBA. He emphasized the significance and purposes of organizing this program.

Dr. B. Srinivasa Rao said in his speech that the students are encouraged to start their own ventures. Mr. B. Chakravarthy, Associate Professor introduced the guest speakers.

Speaker presented the detail plans about the digital marketing and its channel system in India. He explained the channel system that ensures the distribution of the merchandise from the producer to the consumers by passing it through multiple levels. Furthermore, he motivated the students and explained various channel system with its merits and demerits for better marketing.

Ms. J. Anusha, Assistant Professor, MBA presented vote of Thanks.