



Department of Marketing Management

Out Bound Training Program 2022

The Department of Marketing Management of Rajarata University of Sri Lanka successfully organized the Outbound Training Program on 10th of June 2022 at Camp in Eleena, Vilpattu as the Marketing Day program for the year 2022. This new experiential learning program included adventurous activities, team engagement events and concluded with a fire camp. It was a great opportunity for the undergrads who were stuck in their homes due to the Covid 19 situation in the country to showcase their talents and get to know each other.

The main objectives of the program were: to enhance the team work, to buildup students' leadership and interpersonal communication skills, to cultivate and to strengthen positive attitudes among the students which are demanded by the industry. This event gave new experiences to students to brush up on their skills and upswing competencies.

Whilst identifying the significance of this program, all third year students of the Department of Marketing Management degree program actively participated in this event with the guidance of the academics in the Department. The natural environment of the Camp in Eleena Hotel and outdoor activities added to the fun quotient for the program and team building programs helped to gain active participation of the students and also openness to risk taking, moving out of comfort zones, experimentation, receiving feedback and adapting change in behavior.



