



REPORT ON

ADD-ON COURSE IN 'MARKETING MANAGEMENT'

Prerna College of Commerce

Program: ADD-ON COURSE IN 'MARKETING MANAGEMENT'

Speakers: Dr. Pravin Joshi, Keive Ozia G. Casimiro, Dr. Kruti Trivedi, Dr. N. Sundaram, Dr. Sanjit K. Roy, Dr. Vijaykumar Balsubramaniam, Dr. Anand Bethapudi, Dr. Bharti Deshmukh, Miss. Nida Patel, Prof. Pushpendra Kumar

Date and Time: 10th October to 19th October 2022 from 4.00 pm to 7:00 pm.

Objectives: -

1. To make students understand about the importance of Marketing Management.
2. To grasp all the important aspects of Marketing Management to remove all the doubts relating their Marketing Management.
3. To cover all the aspects of Marketing Management right from the basics of marketing to advanced concepts.
4. To know various definition and concept included in marketing management.
5. To make students aware about digital marketing.

Highlights: -

- **Day 1 (Topic: Introduction on Digital Marketing)**
Keive Ozia G. Casimiro conducted a session on Digital Marketing, in her talk she said that Digital Marketing also called online marketing is the act of promoting products, brands to connect with potential customers using the internet and other forms of digital communication.
- **Day 2 (Topic: Website Planning and Creation)**
Dr. Kruti Trivedi in her talk explained Website Planning is the first step in the process of website development. It serves as a gathering of ideas to determine the purpose, visual design, and functional features of a website and the budget for creating and maintaining it.
- **Day 3 (Topic: Search Engine Optimisation)**
Dr. N. Sundaram explained the primary goal of a search engine is to help every user successfully navigate the vast sea of information on the web and find what they're looking for. Further he described various types of Search Engine Optimization in a very lucid manner.
- **Day 4 (Topic: Techniques and Impact on Service and Customer Engagement)**
Dr. Sanjit K. Roy in his session explained five stages of customer engagement Discover, Shop, Buy, Own, and Advocate.



- **Day 5 (Topic: Social media Marketing)**
Dr Vijaykumar Balsubramaniam in a very simple way made the students understand the term that Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool.
- **Day 6 (Topic: Content Marketing and Strategy)**
Dr Anand Bethapudi explained Content marketing is also known as marketing strategy which is used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.
- **Day 7 (Topic: Web Analytics)**
Dr Bharti Deshmukh explained the importance of Web Analytics in digital marketing. In which involves collecting, measuring, and analyzing website data.
- **Day 8 (Topic: Digital Media Planning and Buying)**
Dr Pravin Joshi in his session explained that Digital Media Planning and Buying is a process that helps businesses and brands connect with prospects and customers. Further he explained the difference between Digital Media Planning and Buying and four stages of the journey of the buyer.
- **Day 9 (Topic: E- Banking System)**
Miss. Nida Patel explained E- Banking as an electronic payment system supported by a website that offers an array of products and services of any bank that is possible to work electronically, like payments, transfers, deposits and more.
- **Day 10 (Topic: Mobile Marketing)**
Prof. Pushpendra Kumar defined mobile marketing and its importance in a very simple way and also explained its advantages and disadvantages in the present age.

Outcomes: -

1. Students got information on various necessary topics on Marketing Management.
2. Students learnt concept of digital marketing.
3. Students got to know about Techniques and Impact on Service and Customer Engagement
4. The course helped students to know importance of marketing management.
5. Student learnt about importance of personality development as it builds confidence, skills and helps to make a more pleasing personality.
6. Students became aware about consumer behavior, marketing research, professional selling, marketing strategies and marketing management.

No. of Beneficiaries: Around 250 students.

Programme Coordinator: Dr. Shivani Katakwar

Shelkar
(23/10/22)



Glimpses of Add On Course in Marketing Management



