

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On

Class Room Lecture

On

“Contemporary Issues in Marketing”

On

September 14, 2017



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FORM A

Proposal:

- **Name of the event to be organized:** Class Room Lecture on “Contemporary Issues in Marketing”
- **Date:** September 14, 2017
- **Time:** 11:00 AM – 01:00 PM
- **Venue:** Lecture Theater, RDIAS
- **Motivation for the activity:** The Class Room Lecture was conducted to acquaint the students with the recent developments in the field of Marketing. The rationale behind conducting the lecture was to familiarize the students with the dynamic world of marketing and the unique strategies adopted by the corporations to captivate the interest of both potential and existing customers.
- **Resource Person:** Dr Pankaj Ahlawat
- **Organized by:** Department of Management Studies, RDIAS

FORM B

Part 1

Aim of the event:

“An expert is one who knows more and more about less and less”.

With a view to encourage our students to become experts, we are in continuous pursuit to invite those brilliant minds who have an expertise and are doing exceedingly well in their respective fields. A lecture by such experts is an occasion where we try to make our students aware about the actual realities of macro environment so that their theoretical knowledge base can be further augmented by practical exposure. The endeavor of the institute in ensuring the overall development of the students so that they can become not only effective managers but also true leaders is well achieved through such Guest Lectures.

Part 2

Abstract:

Dr Pankaj Ahlawat is an Assistant Professor at Kamla Nehru College in the Department of Commerce with a rich experience of more than 7 years. He is a life time member of Indian Commerce Association. His area of interest include: Green Banking, Social and ethical issues in advertising, effective social marketing strategy etc. Sir has extensively contributed to knowledge arena through his valuable research papers & publications. At present, Sir is guiding two researchers under the doctoral degree program. Apart from this, he has also mentored various students in regard to their final projects during their graduation.

Dr Ahlawat commenced the lecture by enlightening the audience on the historical and philosophical aspects of marketing. He could explain the most obvious of the topics in marketing with an altogether different point of view that paved the way for an interesting and interactive session ahead.

Sir in his highly interactive session with the students emphasized upon the fact that how information and technology and the use of technology had become indispensable in modern day marketing. He also discussed at length the concept of Service Marketing which was the need of

hour. Sir in his lecture also elaborated about how various corporations resorted to different and unique set of marketing strategies for grabbing the attention of their target market. He supported his arguments with suitable and apt examples so that the students were able to relate to the topic in an effective and more comprehensive manner.

Sir went on to explain the significant and recent trends in the present marketing arena that make the choice of Marketing as a career more exciting, lucrative and at the same time that more challenging. The session went a long way in making sure that the students got a clarity of concepts and was of immense benefit especially for those students who want to pursue Marketing as a career.

Part 3

Conclusion

Attending the session was not just educative and informative, but also an exposure for our young students who are going to be professionals for tomorrow. It helped the students in understanding the core of marketing and at the same time develop sensitivity towards the everyday developments that are taking place in the field of marketing. The fruitfulness of the activity could be fathomed by the fact that the students were already vouching for more such sessions to be organized so that they could develop a better understanding of how things actually work in the modern dynamic business environment.

Snapshots of the Lecture-



Dr Pankaj Ahlawat sharing valuable knowledge with the students..!!



Students and Faculty in the class room Lecture...!!!