

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Class Room Lecture by Mr. Puneet Jain

On

“Marketing Strategies in Regular Market”

January 31, 2018.



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FORM A

Proposal:

- **Name of the event to be attended:** Class Room Lecture by Mr. Puneet Jain on “Marketing Strategies in Regular Market”
- **Date:** January 21, 2018
- **Venue:** RDIAS, New Delhi.
- **Motivation for the activity:** The Class Room Lecture was conducted to acquaint the students with the basics of Marketing Strategies being implemented in regular market.
- **Organized by:** Department of Management Studies, RDIAS

FORM B

Part 1

Aim of the event:

At RDIAS, we invite eminent personalities from various industries and institutions to lend valuable information to our students and to enrich them with the latest updates. Emphasis is given not only on making student's academically brilliant, but also to develop them into true leaders and team players, thus preparing them for corporate world. With this aim the class room lecture on "Marketing Strategies in Regular Market" was conducted for the students of BBA.

Part 2

Abstract:

Effective marketing starts with a measured, well-informed marketing strategy. A good marketing strategy helps you define your vision, mission and business goals, and outlines the steps you need to take to achieve these goals. The lecture for the students was organized to make them aware about different marketing strategies being implemented.

The session was conducted by Mr. Puneet Jain, MBA Alumni of RDIAS, associated with SNH Industries India Pvt. Ltd. as Network Planning Analyst. Sir shared his practical knowledge and experience of many real world scenarios for explaining the term marketing strategy, its importance and its implementation in the real world. Sir in his lecture also shared his experience regarding the challenges he faces with respect to deciding an appropriate strategy and implementing the same with the consent of everyone in the organization.

Sir further explained about the marketing plan ie. a business's operational document for advertising campaigns designed to reach its target market. A marketing plan pulls

together all the campaigns that will be undertaken over a period of time, with additional information on how they will be measured and monitored. He further clarified the difference between a marketing plan and marketing strategy, which is, a marketing plan is built off of a company's overall marketing strategy.

Conclusion:

Students of BBA were enriched with the knowledge about marketing strategy by attending the session and actively participated by curiously listening to the speaker. Some questions were raised by the students which were answered by the speaker in a very explicable manner.

Snapshots of the Event-



Mr.Puneet Jain delivering a class room lecture on “Marketing Strategies in Regular Market”...!!!



A spell bound audience...!!!