



# RUKMINI DEVI

## Institute of Advanced Studies

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- NAAC Accredited, 'A+' Grade (2nd Cycle)
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# DOSSIER

*On*

## Classroom Connect by Ms. Ratika Saxena

### Academic Committee

*On*

### October 23 , 2018



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## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Classroom Connect by Ms. Ratika Saxena
- **Date :** October 23 , 2018
- **Time :** 12:10 - 1:00
- **Venue :** B-103
- **Organized By:** Academic Committee
- **Motivation for the activity :** The session was conducted to aware about different strategies used by organizations to promote their products in market. Basically to tell what is marketing strategies and innovation and how they can help in growth of an organization.

## **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 enhance them with the newest appraises. Prominence is expected on making students intellectual and dynamic for corporate world. With this aim the session on "Leading business through innovative marketing strategies" was conducted for the students of MBA Semester 1.

### **Part 2**

#### **Abstract :**

Ms. Ratika Saxena is an alumna of Rukmini Devi Institute of Advanced Studies. Currently working as a business analyst in Evalueserve and enlightened students on marketing strategies helping business to lead in market and how innovative strategies help organizations to gain market share. She started up with concept of marketing and a glimpse on how long term success of company depends on learning and understanding customers need. She also explained about significance of marketing to an organization. Also, about the various mediums through which marketing can be done like advertisement on televisions, radios, offers etc. which help business to grow. She explicated the term strategy which means course of action, ways or plan to achieve goals. How creativity and innovation helps in organizations to make marketing strategies more effective to grab the customers attention at one time. Above all she described the term marketing strategies with innovation that means marketing strategies adopted by company which are innovative in nature. For example, Pulse not focus more on advertisement but try to reach and cover customer at mass level due to which there sales automatically increases without much advertisement. So in order to achieve growth and market share this strategy was adopted by them. Another example she gave us was of star bucks which applied strategy of customization of online website for customers. At last she unfolds two cases based on marketing strategies:

First one was on IKEA : It was established in Sweden in 1943, starting off with the first commercial business name IKEA, Selling pencils, postcards, and other merchandise which was initially a mail-order business. In 1948, they started exploring innovative solutions such as self-assembly, furniture design and advertising. The expansions of their business were so successful and popular due to their unique creations with affordable priced furniture.

So the strategy used by IKEA to promote there furniture design was done through an augmented application made in 2017. Developed to help customers visualize what their furniture might look like in their own living room before buying. It was the 2nd most downloaded application after the launch of application in one day till todays date.

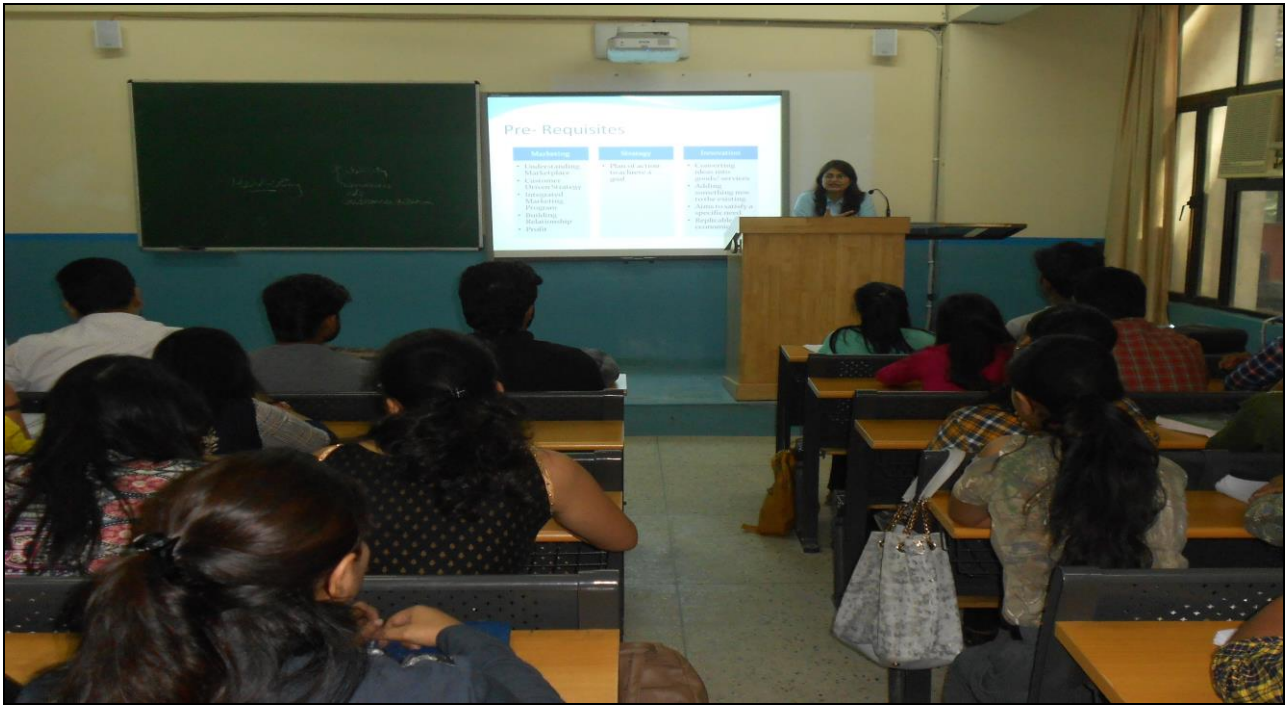
Another case study was on L'Oreal. Strategies adopted by L'Oreal to promote their products. Adoption of four P's that is price, place, promotion, product in market place. L'Oreal launched their application in which women's can look into the camera and see which shades of lipstick or any other cosmetic suit on their face.

### **Part 3**

#### **Conclusion**

Students of MBA were enriched with the knowledge about innovative marketing strategies used in business. The session was interesting and great learning. Case studies added more practical learning of the concept.

## SnapShot



Creating the Aura of Learning.



Enthusiastic Listeners



Session in Succession.