



## Web Report on Classroom lecture- Contemporary Issues in Marketing

<b>Title</b>	Classroom Lecture on Contemporary Issues in Marketing
<b>Date</b>	September 14, 2017
<b>Resource Person / Facilitator</b>	Dr. Pankaj Ahlawat, Associate Professor, University of Delhi
<b>Summary</b>	<p>Marketing is the "The management process responsible for identifying, anticipating and satisfying customer requirements profitably". Marketing requires constantly adapting to the changing consumer needs, and satisfying them in a way that is better than the competitors, in a profitable manner. In today's highly evolved and competitive business environment, it is indispensable to employ the aid of technology in marketing; the fact that technology has a transformational impact on the marketing cannot be ignored. Thanks to technologies like the IoT, and enticed by the promise of more revenue and a cozier relationship with customers, traditional manufacturers are now shifting focus on the services.</p> <p>Dr. Ahlawat, in his highly interactive session with the management students, emphasized upon the marketing orientation shift from manufacturing to services and innovative strategies such as companies adopting to market their services as a product. Sir further elaborated upon the basic concepts and characteristics of services highlighting its marketing implications. He also discussed the significance of measuring service quality and managing servicescape for delivery better service performance. Sir, in a very diligent manner, explained the significant trends in the marketing arena that make the choice of Marketing as a career both exciting and challenging.</p>