



Web report on Guest Lecture on “Marketing Strategies”

Title	Guest Lecture on “ Marketing Strategies ” for the students of BBA
Date	January 31, 2018
Resource Person/Facilitator	Mr. Puneet Jain, Business Data Analytics, CNH Industrial India PVT ltd. (Formely known as New Holland Fiat (India) Pvt. Ltd.), New Delhi
Summary	<p>Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal achieving a sustainable competitive advantage. Mr. Puneet Jain addressed the students regarding comprehension of a marketing strategy and explained that it is a business' overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer, and other high level elements. After discussion on conceptual details the speaker explained the components of marketing strategies such as Product/Service Strategy, Pricing Strategy, Place/Location Strategy, Promotional Strategy and Positioning Strategy. Further, Sir discussed that marketing strategy is a section of your business plan that outlines your overall game plan for how you'll find and attract clients or customers to your business. A success of marketing strategy formulation depends on three constituents namely marketing strategy performance, marketing strategy creativity and marketing strategy improvisation. This fascinating session made students raise their concerns regarding marketing strategies which were satisfactorily addressed.</p>