



Web Report on Guest Lecture on "Emerging Trends of Marketing"

Topic	Guest Lecture on "Emerging Trends of Marketing" for the students of MBA & BBA
Date of Event	August 18,2015
Resource Person/Facilitator	Dr. Rahela Farooqi, (Associate Professor, Centre for Management Studies, Jamia Millia Islamia University)
Summary	<p>The heart of business success lies in its marketing. In emerging markets consumer demand products and solutions tailored to their values and priorities, global companies are beginning to recognize the need to create to respond to the more sophisticated emerging market consumers. The aim of the guest lecture was to provide awareness to students on the issues related to evolving business environment, changing consumer behavior and marketing imperatives in the contemporary context.</p> <p>The session was conducted in RDIAS lecture theatre where Dr. Rahela Farooqi discussed on the topics like Customer Experiences and Preferences, Advertising, Social Media Marketing, M-commerce, Online Marketing, Evolving Trends in Marketing and others related to Upcoming and Emerging fields of Marketing. The speaker briefed about how the firms that are unable to achieve this focus on the customer have disappeared or some have become highly specialized players by focusing on changing demands of consumers. Nowadays, Marketing can no longer be the sole responsibility of a few specialists, rather, everyone in the firm must be charged with responsibility for understanding customers and contributing to developing and delivering value for them.</p> <p>The eminent speaker with vast experiences shared her view points on innovative ways for marketing for business and emphasized that innovation is the key. The key leaning of the lecture was, it made students aware about the various latest trends in the field of marketing and trends adopted by companies in this competitive era.</p>

