Marketing Debate

<table>
<thead>
<tr>
<th>Topic</th>
<th>Marketing Debate for the students of BBA – III Semester</th>
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<tbody>
<tr>
<td>Month &amp; Date</td>
<td>August 29, 2012</td>
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<td>Aim of the activity</td>
<td>The main aim of this activity was to encourage students in being articulate and assertive in the marketing environment</td>
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| Description of the Event | Each class was divided into groups of the three to four students and the topics were as follows:

- Often, after a brand begins to slip in the marketplace or disappear, the commentator observes, “brands have their day”. Their rationale is that all brands, in some sense, have a finite life and cannot be expected to be leader forever. Other experts contend, however, that brand can live forever, and their long-terms success depends on the skill and insight of the marketers involved.

**Take a position**
- Brands cannot be expected to last forever.
- There is no reason for a band to ever become obsolete.

The “form versus function” debate applies in many areas, including marketing. Some marketers believe that product performance is the end all and be all. Other marketers maintain that the looks, feel and other design elements of products are what really make the difference.

**Take a position**
- Product functionality is the key to brand success
- Product design is the key to brand success.

Some critics vigorously denounce the practice of brand extensions as they feel that too often companies lose focus and consumers become confused. Other experts maintain that brand extensions are critical |
growth strategy and source of revenue for the firm

Take a position

- Brand extension can endanger brands
- Brand extensions are an important brand growth strategy.

Member of each group spoke presenting their views and evaluation was done on the following three bases :-

- Content of the topic
- Communication Skills of the students
- Latest Examples

It was great learning indeed!