



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015 Certified Institute

Class room Lecture-"Integrated Marketing"

TITLE	Submission of Web Report with caption for Class room Lecture-"Integrated Marketing" for BBA by Ms. Aditi Kaushik
Resource Person/ Facilitator	Ms. Aditi Kaushik: Deputy Brand Manager Havells India Ltd.
Date	10/10/2018
Summary	<p>Class Room Lecture on "Integrated Marketing" for the students of BBA October 10, 2018</p> <p>Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. Ms. Aditi Kaushik addressed the students regarding comprehension of an Integrated Marketing 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 integrated Marketing of a company contains the company's <u>value proposition</u>, key marketing messages, information on the target customer, and other high level elements. After discussion on conceptual details the speaker explained the components of integrated Marketing strategies such as Product/Service Strategy, Pricing Strategy, Place/Location Strategy, Promotional Strategy and Positioning Strategy. Further, Madam discussed that integrated marketing strategy is a section of your <u>business plan</u> that outlines your overall game plan for how you'll find and attract clients or customers to your business. A success of integrated marketing depends on three constituents namely integrated marketing strategy performance, integrated marketing strategy creativity and integrated marketing strategy improvisation. This fascinating session made students raise their concerns regarding integrated marketing which were satisfactorily addressed.</p>