



RUKMINI DEVI

Institute of Advanced Studies

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Classroom Connect by Ms. Ratika Saxena

TITLE	Submission of Web Report for Classroom Connect by Ms. Ratika Saxena
Resource Person/ Facolitator	Ms. Ratika Saxena, Business Analyst, Evalueserve
Date	23/10/2018
Summary	<p>Leading Business through Innovative Marketing Strategies.</p> <p>A guest lecture by Ms. Ratika Saxena was conducted for the MBA first semester students on 23rd of October, 2018. The lecture was planned in a way so that students can understand the basic concepts to the application of marketing strategies. In the starting the meaning of marketing was discussed and was explained that how it is different from selling. When students were clear about the concept of marketing, they were explained about the concept of strategy. The third concept was innovation. After explanation of all the three concepts, the speaker told them how they are interlinked and help in the growth of business. Examples of Jio and other companies were also discussed. The formula was Marketing Strategies + Innovation = Successful Business.</p> <p>In the last phase of lecture, following two case studies were discussed with the help of Youtube video advertisements:</p> <ol style="list-style-type: none"> 1. IKEA: Ikea launched its mobile application in 2014 under innovative marketing strategy and it witnessed sizable increase in its revenue in next year. The advertisement was shown to the students on Youtube and explained the innovations. 2. LOREAL: Loreal launched its mobile application in 2014 under innovative marketing strategy and it witnessed sizable increase in its revenue in next year. The advertisement was shown to the students on Youtube and explained the innovations. <p>The lecture was fruitful for the students, especially for those who are seeking their career in marketing.</p>