



RUKMINI DEVI

Institute of Advanced Studies

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Guest Lecture in MBA & BBA by Mr.Krishanu Mukherjee

TITLE	Guest Lecture in MBA & BBA by Mr.Krishanu Mukherjee
Date	Nov 13, 2020 - Nov 13, 2020
Summary	<p>The lecture started with basic definition of marketing and eventually, the speaker moved to practical aspect of Segmentation and branding decisions which not only manifested the gap between theory and practical but also gave a fair idea about the market strategy layout, Brand mapping. The speaker focused on need for right segmentation, creating a proportionate marketing mix, benefits and factors affecting branding etc. and with his rich experience of working at global level including United Kingdom, Russia, and Dubai etc., he was able to present his expertise in an efficacious manner contributing to enhanced learning of all the students.</p> <p>50 Students of BBA and MBA enthusiastically participated in this interactive session and students were given various examples from day to day life to practically connect how the marketing is done at various levels. Such lectures not only facilitate augmented learning about actual working in corporates but also bring clarity in minds of students about marketing domain of Management. Better clarity nurtures better future managers.</p>