



**MANIPAL UNIVERSITY  
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY  
JAIPUR**

**FACULTY OF MANAGEMENT & COMMERCE**

**SCHOOL OF BUSINESS & COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**“MARKET SEGMENTATION, TARGETING AND POSITIONING”**

**1st May, 2023**

Dr Narendra Singh Bhati

HoD, BBA



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### **1. Introduction of the Event**

The curriculum-based industry expert lecture was conducted on “Market segmentation, Targeting and Positioning”? It is important for any business administration student to learn how to segment the market and position their product.

### **2. Objective of the Event**

The objective of the guest lecture was to make students understand and learn very important marketing skill- segmentation, target and positioning.

### **3. Beneficiaries of the Event**

Students of BBA.

### **4. Details of the Guests**

Ms. Yasha Sharma” (Batch-2019-22) is working at Mapsor Experiential Weddings. Recipient of prestigious Economic Times award

### **5. Brief Description of the event**

The session was conducted for the students of BBA. The industry expert Ms. Yasha Sharma” has shared the knowledge she has gained at working at Mapsor Experiential Weddings. The expert shared how to segment the market, target the customers and position a product or services by giving examples form her working. Students found the session imperative and have clarified their doubts.

### **6. Program Schedule**

Date: 1st May, 2023

Timing: 3:00 PM - 5:00 PM

### **7. Lecture Plan**

<b>Lec. No.</b>	<b>Topics</b>	<b>Session Outcome</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing the Outcome</b>
I	Introduction and Course Hand-out briefing	To acquaint and clear teachers’ expectations	Lecture and Discussion	NA	NA



		and understand student expectations			
2	Product Concept: Features, Product decision	Understand about the concept of product and various decision associated with product	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
3	Product Classification	Understand various types of product on the basis of various criterias	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
4	Product Levels & Mix	Analyse various levels of product and product mix	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
5-6	Product Life Cycle	Examine different stages of product life cycle and its various strategies	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
7-8	New Product Development	Examine concept and various stages of new product development	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
9-10	Activity	Analysing above mentioned topics	Discussion	BB2149.1	Class Activity, Mid Term I & End Term
11	Introduction to Brand Management	Understand the concept, features and types of brand	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
12	Branding challenges and opportunities	Understand different Branding challenges and opportunities	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
13	Creating brand identity	Examine the concept, elements of brand identity creation	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
14	Aaker model of brand identity	Analyse Aaker brand identity model	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term



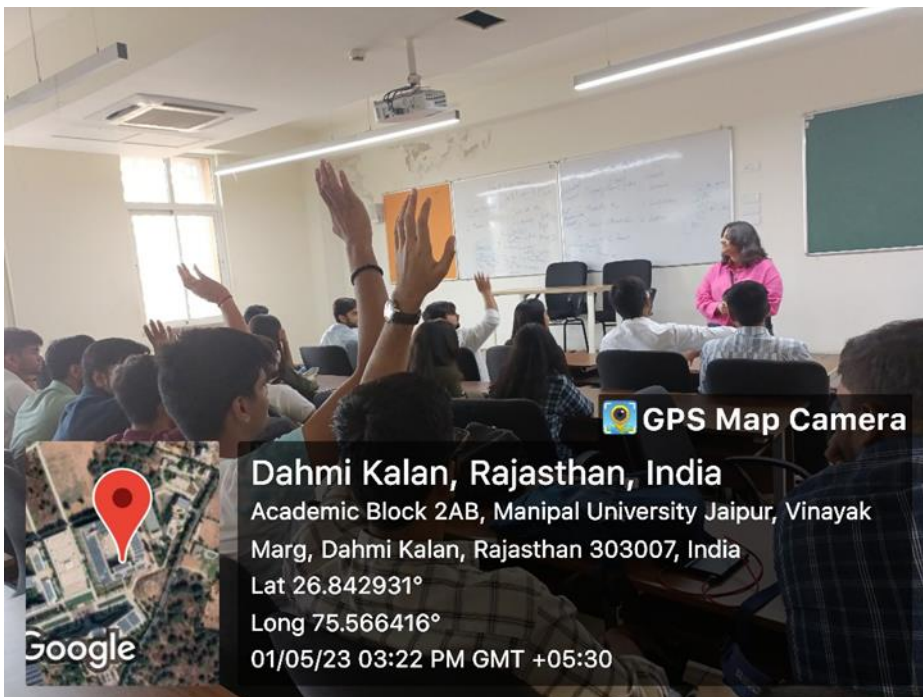
15	Brand Identity prism and brand identity benefits	Examine Brand Identity prism and brand identity benefits	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
16	Understanding & Measuring Brand Equity	Understand brand equity concept, features and benefits and challenges	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
17	Brand Equity at Different Hierarchical Levels	Analyse the Brand Equity at Different Hierarchical Levels	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
18	Brand Image Constellation and Customer based Brand Equity	Understand brand image Constellation and Customer based Brand Equity	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
19	Models of brand equity	Discuss various models to understand the brand equity	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
20-21	Activity	Analysing above mentioned topics	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
22	Brand Personality	Understand concept, elements of brand personality	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
23-24	Various models of brand personality	Analyse various models or framework of brand personality	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
25	Brand Positioning	Understand concept and various strategies of brand positioning	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
26	Brand positioning strategies	Examine various strategies to establish brand positioning	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term



27-28	Activity	Analysing above mentioned topics	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
29-31	Branding Strategy	Examine the concept, designing and implementation of branding strategies	Lecture and Discussion	BB2149.4	Class Activity, End Term
32	Brand Extension	Examine the concept and features of brand extension	Lecture and Discussion	BB2149.4	Class Activity, End Term
33	Line extension and types of extension	Discuss Line extension and types of extension in perspective of brand	Lecture and Discussion	BB2149.4	Class Activity, End Term
34	Brand Extendibility	Discuss the concept of Brand Extendibility	Lecture and Discussion	BB2149.4	Class Activity, End Term
35	Strategic Brand Management	Discuss strategic brand management concept	Lecture and Discussion	BB2149.4	Class Activity, End Term
36	Strategic Brand Management Process	Analyse the process of strategic brand management	Lecture and Discussion	BB2149.4	Class Activity, End Term
37-39	Revision	Revision of Whole Syllabus	Lecture and Discussion	BB2149.1- BB2149.4	Class Activity, End Term



## 8. Screenshots of the event





## 9. Brochure of the event

 **MANIPAL UNIVERSITY  
JAIPUR**  
*(University under Section 2(f) of the UGC Act)*

**Faculty of Management & Commerce  
Department of Business Administration**

**Organized Industry Expert Session**

**On**

**Market segmentation, Targeting  
and Positioning**



**Keynote Speaker:**  
**Ms. Yasha Sharma**

**Date: May 1st , 2023**  
**Time: 03:00 PM - 04:30 PM**

**Convener:**  
**Dr. Suhasini Verma**



## 10. Attendance of the Event

S.No.	Registration Number	Student Name
1	220901005	Dalsaniya shyam
2	220901010	Lakshya pareek
3	220901021	Aditya Jain
4	220901022	Abhinav garg
5	220901040	Jatin anjana
6	220901041	Bhavya malik
7	220901045	Kashish pathania
8	220901053	Meet chouhan
9	220901057	Kashish Chawla
10	220901063	Bhavesh tambi
11	220901078	Guneet Singh
12	220901080	Chhavi pareek
13	220901081	Aryan Dubey





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14	220901082	Diya Gogia
15	220901088	Khushi dayalani
16	220901099	Devansh Gupta
17	220901103	Bandana Yadav
18	220901107	kushagra bhargaw
19	220901116	Animesh Jain
20	220901125	Chirag Choudhary
21	220901129	Harshit khandelwal
22	220901139	GARVIT BAJAJ
23	220901140	akshat lohana
24	220901141	Devansh mithia
25	220901151	Ketan daga
26	220901152	Harshvardhan Singh Shekhawat
27	220901153	Kunj Agarwal
28	220901174	Komal Kaur Chadha
29	220901180	Chayan sood
30	220901185	Garvit Gupta
31	220901193	Divy jain
32	220901194	Krishna modi
33	220901195	Chandra Shekhar Jha
34	220901202	Aashish Joshi



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