



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 COMMERCE**

***Marketing Importance and Mindset***

28<sup>th</sup> October, 2023

  
Head  
Department of Commerce  
Manipal University Jaipur

Dr Saurabh Sharma

HoD, Commerce



Content of Report

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2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
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6. Program Scheme
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## 1. Introduction of the Event

The Event has been conducted on “Marketing importance and Mindset” by Department of Commerce. The session has been taken up by Mr. Priyank Dadhich, Founder Infonic Solution and Pinkcity Jobs. Trainer talks about importance of marketing in today’s world, how marketing and branding is important for the success of any business. Various platforms that now a days has been used by different brands for marketing.

## 2. Objective of the Event

- The objective of the event was to make student understand the importance of marketing in today’s scenario. Also make them aware about the different platforms that can be used by companies for marketing.

## 3. Beneficiaries of the Event

Students are the beneficiaries who got insight about various marketing strategies that are used by company for making promotion, importance of building self-branding etc.

## 4. Details of the Guests

Mr. Priyank Dadhich, Founder Infonic Solution and Pinkcity Jobs. He is Result-driven entrepreneur with a strong background in IT, digital marketing, and life coaching. Seeking opportunities to leverage my extensive experience and skills to drive business growth and inspire personal development

## 5. Brief Description of the event

The event has been conducted to make student aware about practical implication of marketing in today’s world. How the 4P’s concept of marketing work in the real world. Importance of content marketing, social marketing has been studied. How Instagram, facebook has been used for building famous brands.

## 6. Program Scheme

### SEMESTER VI

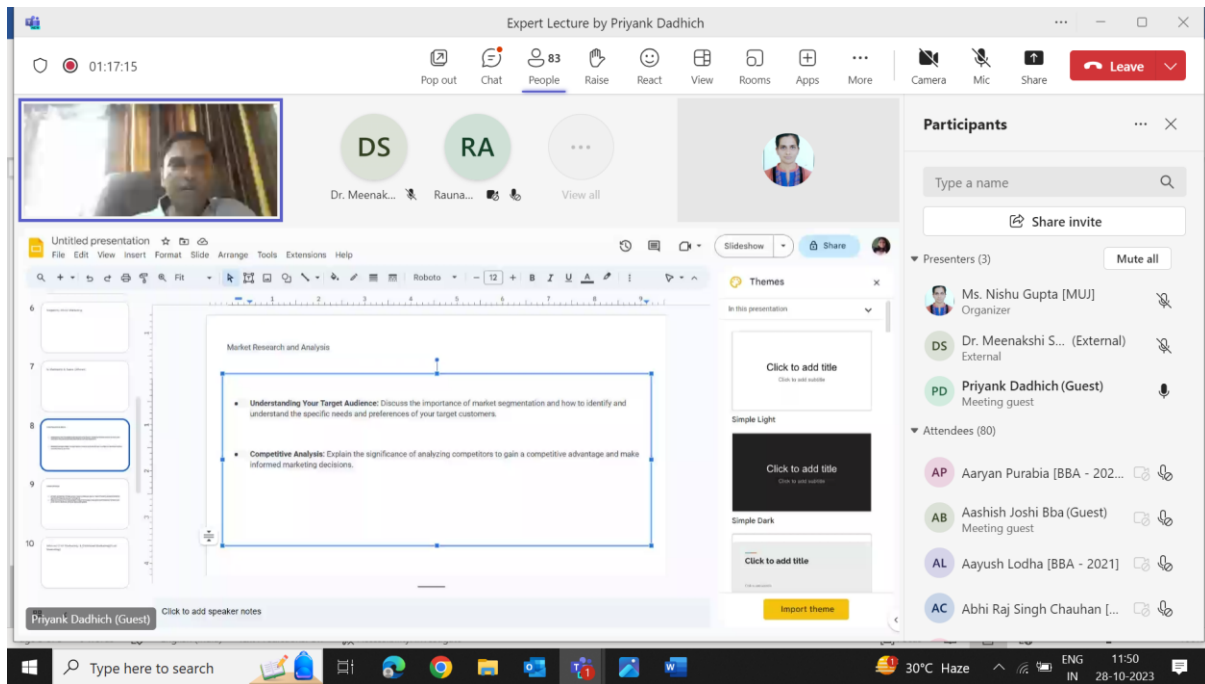
Course No.	Subject Code	Subject Title	L	T	P	C
B.COM	CM2106	Principles of Marketing	3	0	0	3



S.No	Topic	Mode	CO
1	Introduction and Course Hand-out briefing	Lecture	2106.1
2	Marketing – Introduction	Lecture	2106.1
3	Marketing Philosophy-production concept, product, selling, marketing, relationship, and societal marketing concepts	Lecture	2106.1
4	Holistic marketing functions and Core marketing concepts	Lecture	2106.1
5	Marketing Mix-product, price, place, and promotion	Lecture	2106.2
6	Customer Values	Lecture	2106.2
7	Marketing Strategies & Plan	Lecture	2106.2
8	BCG Matrix	Lecture	2106.2
9	Class Activity	Class room discussion	2106.2
10	Segmentation-importance and basis of segmentation	Lecture	2106.2
11	Targeting	Lecture	2106.2
12	Positioning	Lecture	2106.2
13	Class Activity	Classroom discussion	2106.2
14	Marketing Environment- Micro Environment	Lecture	2106.3
15	Marketing Environment- Macro Environment	Lecture	2106.3
16	Product Characteristics : Level and Product mix	Lecture	2106.4
17	Product differentiation	Lecture	2106.4
18	PLC: Concept and marketing strategies	Lecture	2106.4
19-21	New product development	Lecture	2106.4
22	Class Activity	Classroom discussion	2106.3
23	Concept and process of Pricing	Lecture	2106.4
24	Factors influencing pricing decision	Lecture	2106.4
25	Pricing methods	Lecture	2106.4
26	Marketing Channels Decision	Lecture	2106.5
27	Wholesaling	Lecture	2106.5
28-29	Retailing	Lecture	2106.5
30-31	Promotion Mix: Factors determining promotion mix	Lecture	2106.5
32-33	Advertising : Concept & 5M's of advertising	Lecture	2106.5



*Figure 2 Mr. Priyank Dadhich explaining the marketing importance and how different platforms can be used in enhancing the branding*



*Figure 3 Mr. Priyank Dadhich explaining the marketing importance and how different platforms can be used in branding*



Expert Lecture by Priyank Dadhich

55:06

Pop out Chat People 76 Raise React View Rooms Apps More Camera Mic Share Leave

Participants

Type a name

Share invite

Presenters (3) Mute all

- Ms. Nishu Gupta [MUJ] Organizer
- DS Dr. Meenakshi S... (External) External
- PD Priyank Dadhich (Guest) Meeting guest

Attendees (73)

- AP Aaryan Purabia [BBA - 202...]
- AB Aashish Joshi Bba (Guest) Meeting guest
- AC Abhi Raj Singh Chauhan [...]
- AA Aditya Agrawal [BBA - 202...]

Untitled presentation

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Background Layout Theme Transition

Themes

In this presentation

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Simple Light

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Simple Dark

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Import theme

Is Marketing & Sales Different

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Priyank Dadhich (Guest)

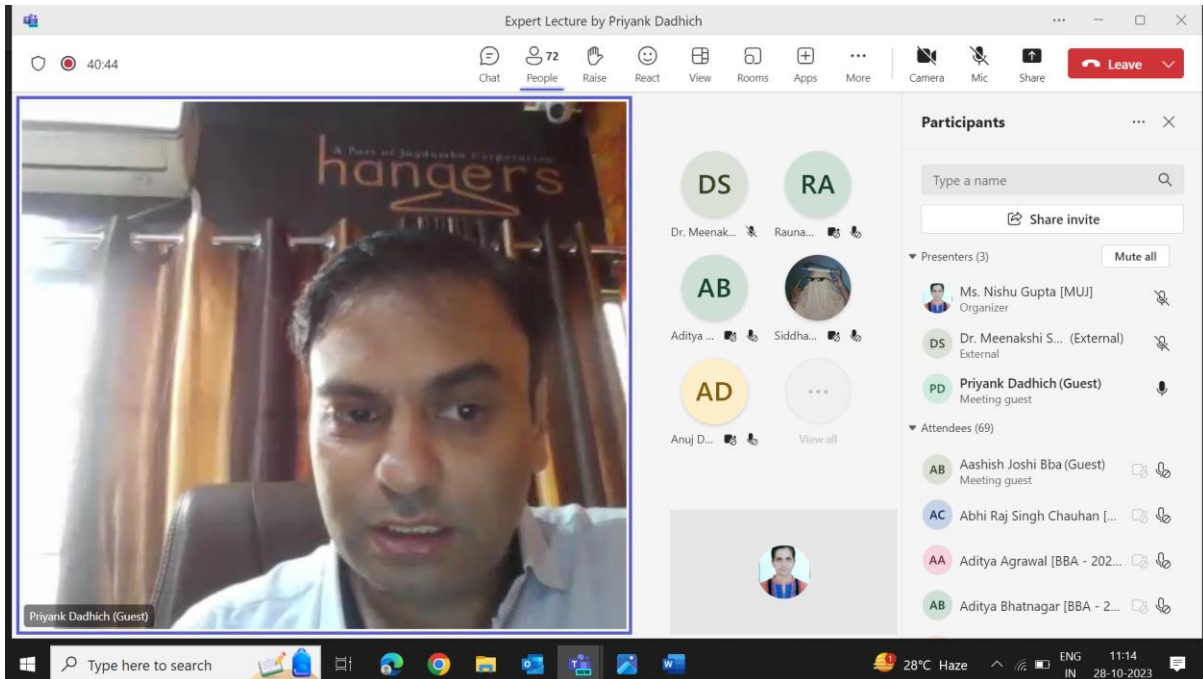
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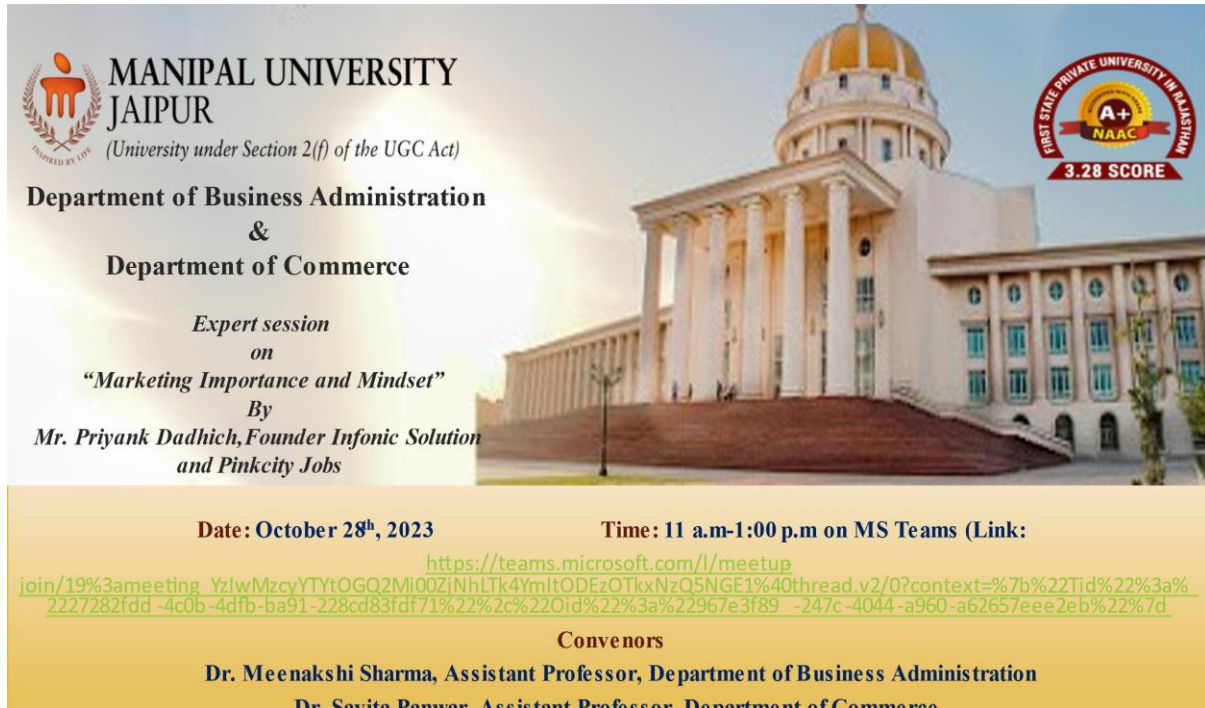
28-10-2023



*Figure 3 Mr. Priyank Dadhich explaining the marketing importance and how different platforms can be used in enhancing the branding*



## 9. Brochure of the event



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

**Department of Business Administration  
&  
Department of Commerce**

*Expert session  
on  
"Marketing Importance and Mindset"*  
By  
**Mr. Priyank Dadhich, Founder Infonic Solution  
and Pinkcity Jobs**

**Date: October 28<sup>th</sup>, 2023**      **Time: 11 a.m-1:00 p.m on MS Teams (Link:**  
[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YzIwMzcyYTYtOGQ2Mi00ZjNhLTk4YmItODEzOTkxNzQ5NGE1%40thread.v2/0?context=%7b%22Tid%22%3a%2227282fdd-4c0b-4dfb-ba91-228cd83fdf71%22%2c%22Oid%22%3a%22967e3f89-247c-4044-a960-a62657eee2eb%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzIwMzcyYTYtOGQ2Mi00ZjNhLTk4YmItODEzOTkxNzQ5NGE1%40thread.v2/0?context=%7b%22Tid%22%3a%2227282fdd-4c0b-4dfb-ba91-228cd83fdf71%22%2c%22Oid%22%3a%22967e3f89-247c-4044-a960-a62657eee2eb%22%7d)

**Convenors**  
**Dr. Meenakshi Sharma, Assistant Professor, Department of Business Administration**  
**Dr. Savita Panwar, Assistant Professor, Department of Commerce**

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YzIwMzcyYTYtOGQ2Mi00ZjNhLTk4YmItODEzOTkxNzQ5NGE1%40thread.v2/0?context=%7b%22Tid%22%3a%2227282fdd-4c0b-4dfb-ba91-228cd83fdf71%22%2c%22Oid%22%3a%22967e3f89-247c-4044-a960-a62657eee2eb%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzIwMzcyYTYtOGQ2Mi00ZjNhLTk4YmItODEzOTkxNzQ5NGE1%40thread.v2/0?context=%7b%22Tid%22%3a%2227282fdd-4c0b-4dfb-ba91-228cd83fdf71%22%2c%22Oid%22%3a%22967e3f89-247c-4044-a960-a62657eee2eb%22%7d)

## 10. Attendance of the Event

### Total attendee-

S.No.	Registration No	Student Name	Department
1	220902004	SEJAL AGARWALLA	Commerce
2	220902005	KIRTI AGARWAL	Commerce
3	220902009	PRIYANSHU AGRAWAL	Commerce
4	220902012	SANJAY CHOUDHARY	Commerce
5	220902015	AASTHA LAMA	Commerce
6	220902016	SAMEER KHAN	Commerce
7	220902019	ARUSHI AGARWAL	Commerce
8	220902020	RAM RATAN DHAKAR	Commerce
9	220902024	YASHMIT SHUKLA	Commerce
10	220902026	HARSHIKA THAKUR	Commerce
11	220902031	LOKESH YADAV	Commerce
12	220902039	ISHAAN TAK	Commerce
13	220902040	NAMAN GAUR	Commerce



14	220902010	GOVINDRAM DHOJAK	Commerce
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11. Link of MUJ Website

*Saurabh*  
Head  
Department of Commerce  
Manipal University Jaipur

Dr Saurabh Sharma

HoD, Commerce