



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

Recent trends in Marketing

04th November, 2023

Saurabh
Head
Department of Commerce
Manipal University Jaipur

Dr Saurabh Sharma

HoD, Commerce



Content of Report

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3. Beneficiaries of the Event
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1. Introduction of the Event

The Event has been conducted on “Recent trends in Marketing” by Department of Commerce. The session has been taken up by Mr. Omprakash Gupta, Regional Head, Tata Motor Finance. Trainer talks about importance of marketing in today's world. How now a days various distribution channels are made or decided with respect to the products.

2. Objective of the Event

The objective of the event was to make student understand the importance of marketing specially the distribution network of various products in today's scenario.

3. Beneficiaries of the Event

Students are the beneficiaries who got insight about various marketing strategies with respect to distribution network needed to establish for the product.

4. Details of the Guests

Mr.Omprakash Gupta, currently working with Tata Motor Finance Ltd as Regional Head for Used Vehicle Finance. Have done his MBA from Symbiosis Institute for Business management Pune. Having interest in Finance and Economics and associated with few management schools including JBIMS and Sydenham as a guest lecture

5. Brief Description of the event

The event has been conducted to make student aware about practical implication of distribution management in today's scenario. He has very explain the linkage between the need for wide product assortment with distribution efficiency. Also handled the query like how the distribution strategies are decided for different categories of product (e.g: FMCG, or Heavy Vehicles etc.) Also encouraged students towards following their passion with confidence.

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

7. Lecture Plan



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
34	Advertising: Methods	Lecture	2106.5
35	Sales promotion	Lecture	2106.5
36-37	Personal selling	Lecture	2106.5
38	Publicity and public relation	Lecture	2106.5
39	Direct marketing	Lecture	2106.5

8. Screenshots of the event



MANIPAL UNIVERSITY JAIPUR

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

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

*Expert session
on
"Recent trends in Marketing"
By
Mr. Om Prakash Gupta, TMF*

Date: November 4th, 2023 **Time: 2:30 p.m- 4:30 p.m on MS Teams (Link:**
https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZGRmNTNjMjMtYzExOC00MWZhLWExM2EtODUxYmY3YjJkYzE0%40thread.v2/0?context=%7b%22Tid%22%3a%227d0726e8-bf4b-4ac1-99f1-010fb11fd3f9%22%2c%22Oid%22%3a%228aea6b4d-904d-44c1-8e43-ddd2fd9e757d%22%7d

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

31°C 14:34 04-11-2023

Figure 1 Dr Meenakshi Sharma inviting Guest Speaker

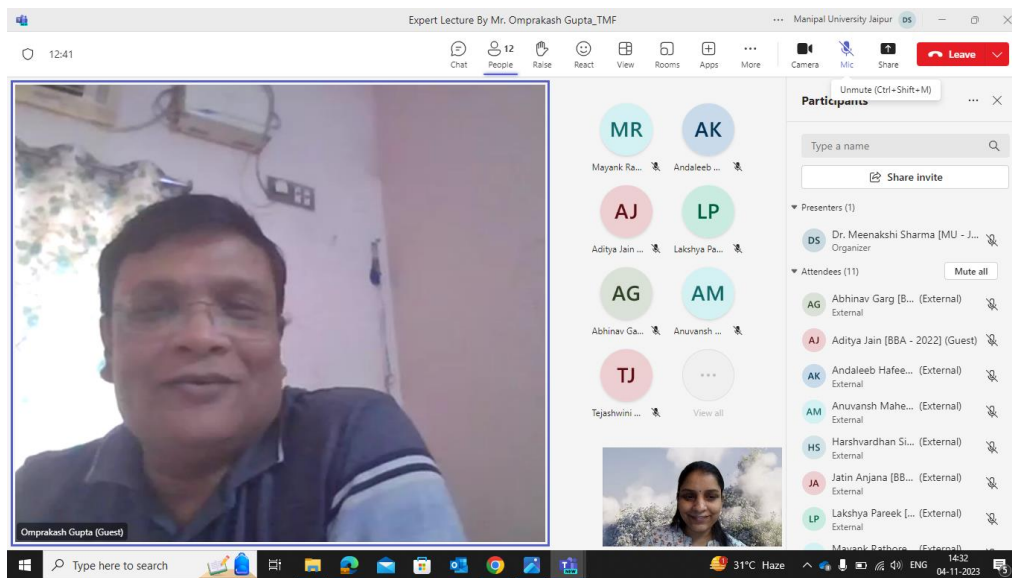


Figure 2 Mr. Omprakash Gupta asking few question to make audience more interactive

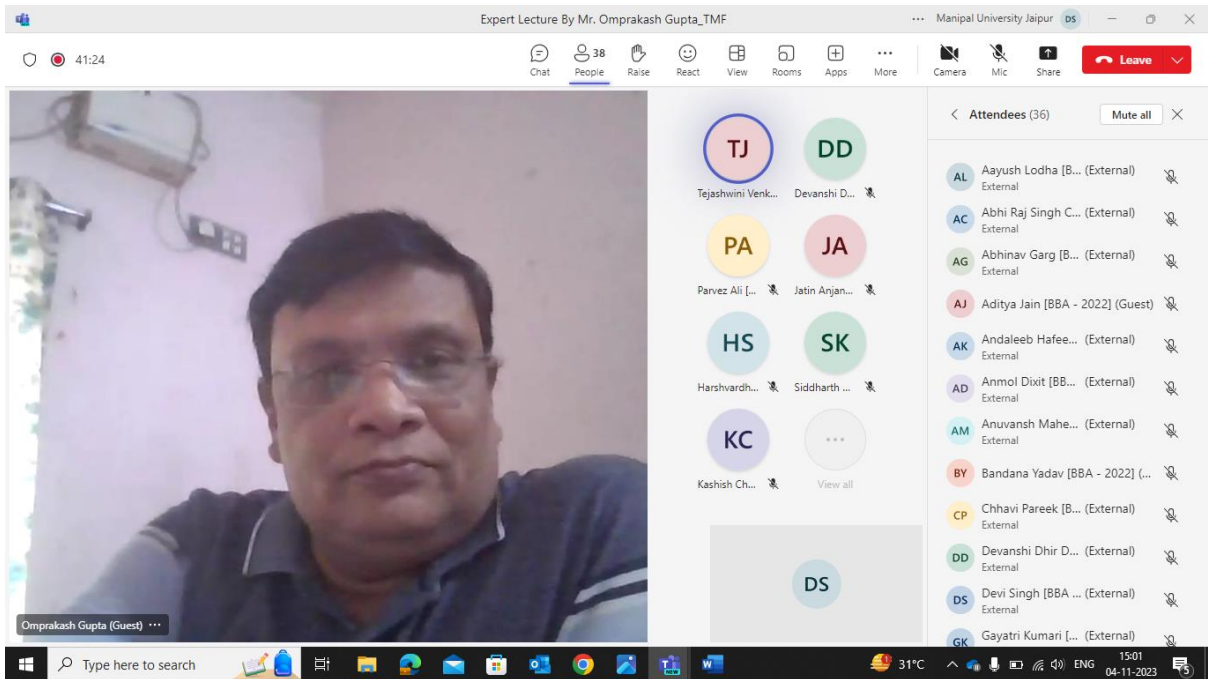


Figure 3 Mr. Omprakash Gupta explaining the various distribution networks and strategies that the companies are now a days following

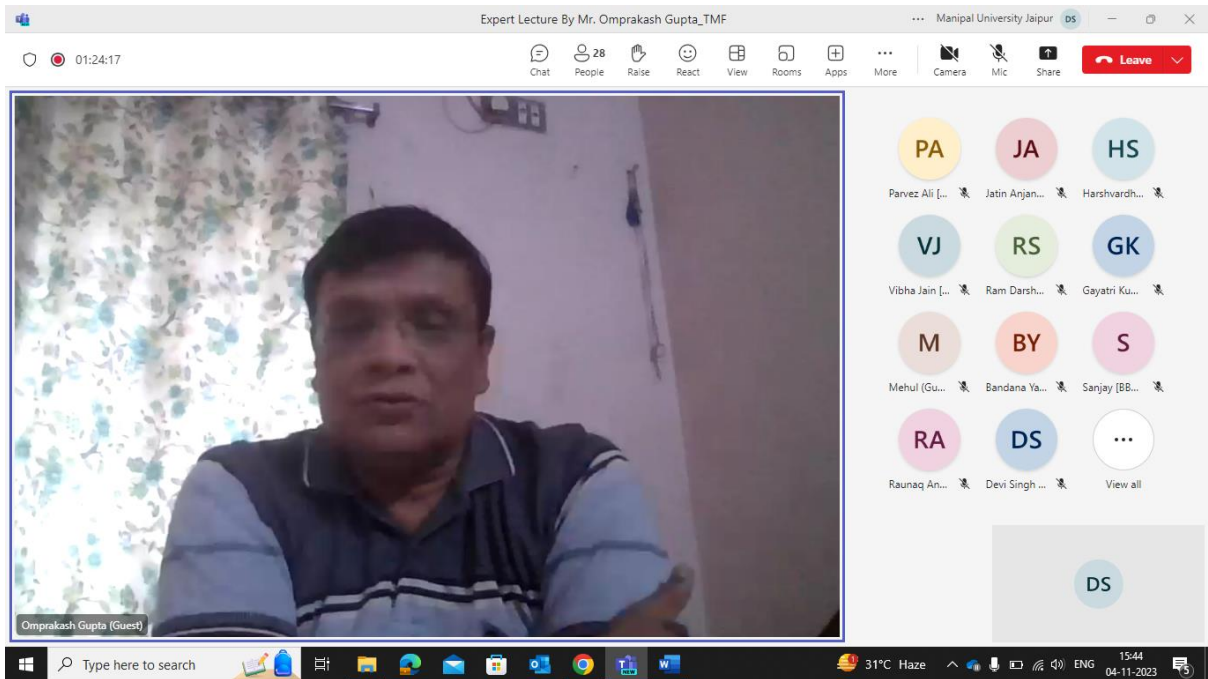


Figure 4 Mr. Omprakash Gupta Handling queries

9. Brochure of the event



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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_ZGRmNTNjMjMtYzExOC00MWZhLWExM2EtODUxYmY3YjJkYzE0%40thread.v2/0?context=%7b%22Tid%22%3a%227d0726e8-bf4b-4ac1-99f1-010fb11f1d3f%22%2c%22Oid%22%3a%228aea6b4d-904d-44c1-8e43-ddd2fd9c757d%22%7d

10. Attendance of the Event

Total attendee-14

S.No.	Registration No	Student Name	Department
1	220902004	SEJAL AGARWALLA	Commerce
2	220902005	KIRTI AGARWAL	Commerce



MANIPAL UNIVERSITY JAIPUR

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

11. Link of MUJ Website

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Head
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