



**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**

**“Exploring the digital space in Marketing”**

**01<sup>st</sup> November 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
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4. Details of the Guests
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## 1. Introduction of the Event

Marketing has changed tremendously after digitalization. To make the student understand and explore the digital space in marketing Ms. Sravanthi Kodukula, Manager Flipkart Brand Ads, addressed the students of higher semester.

## 2. Objective of the Event

To understand and explore the digital space in marketing

## 3. Beneficiaries of the Event

Students of Higher Semester of Commerce

## 4. Details of the Guests

Ms. Sravanthi Kodukula, Manager Flipkart Brand Ads

## 5. Brief Description of the event

Marketing has changed tremendously after digitalization. To make the student understand and explore the digital space in marketing Ms. Sravanthi Kodukula, Manager Flipkart Brand Ads, addressed the students of higher semester.

## 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

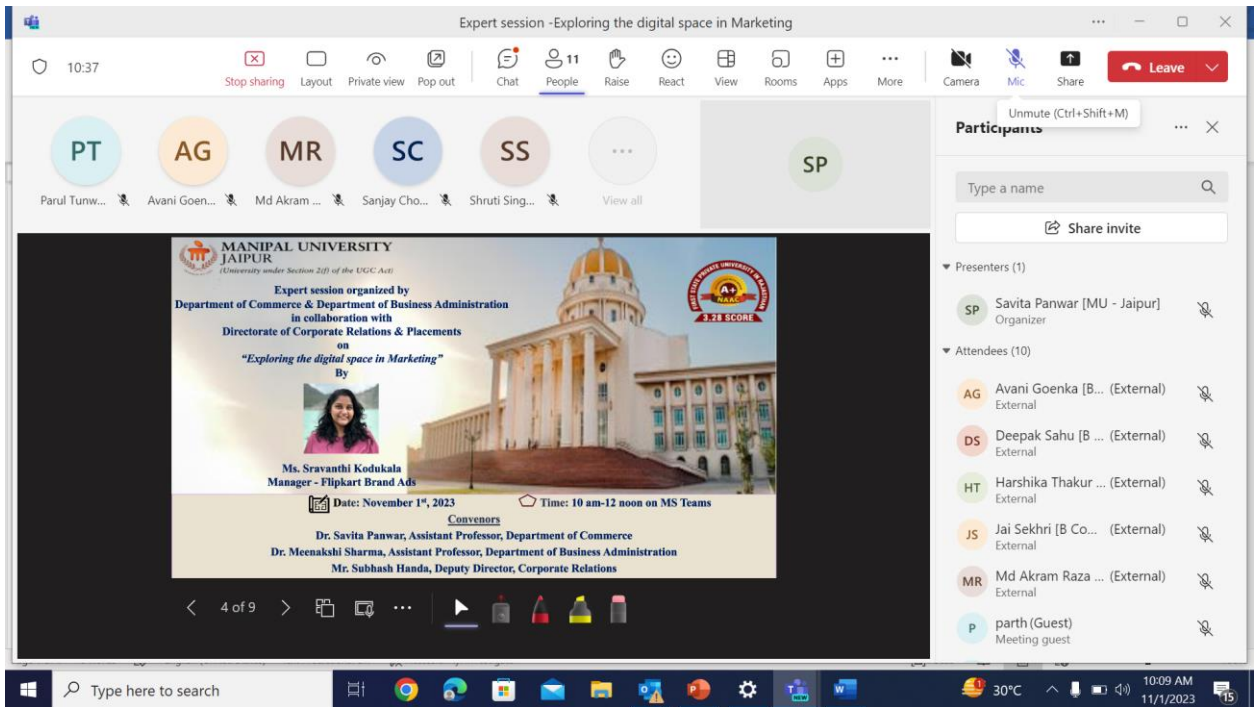


Figure 1: Ms. Sravanthi addressing the students.

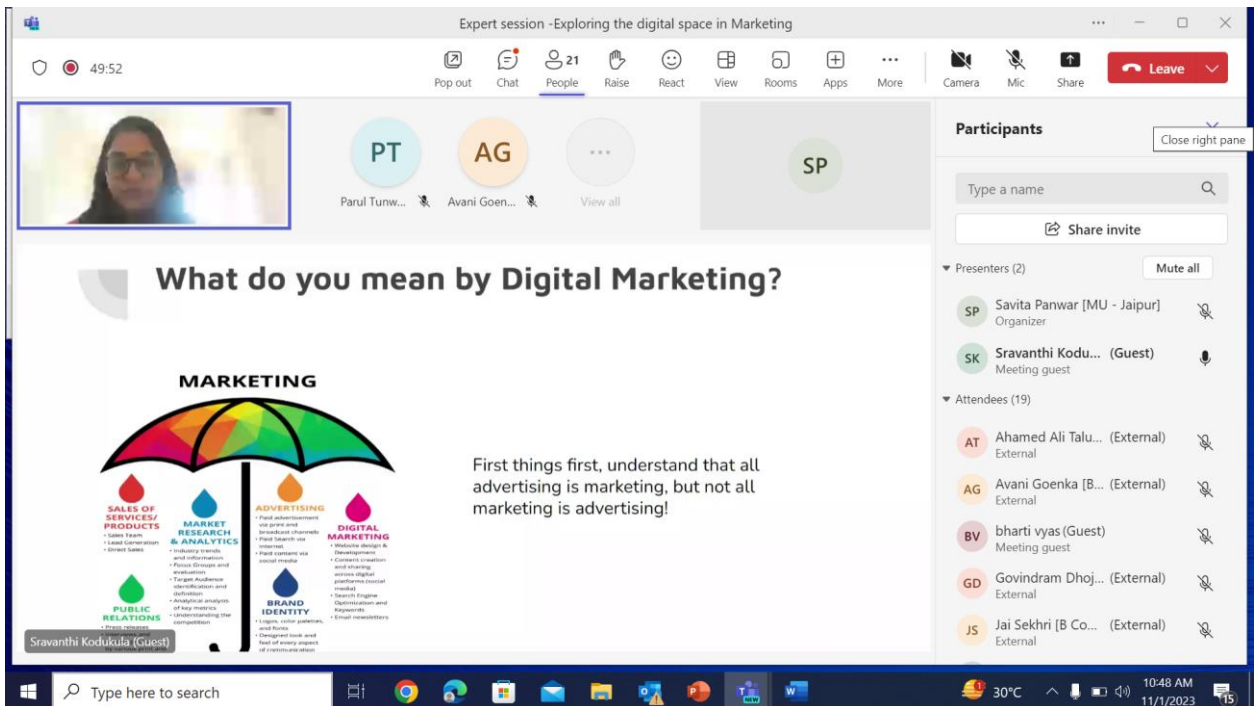


Figure 2: Ms. Sravanthi taking the session forward.

## 8. Brochure of the event



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

Expert session organized by  
Department of Commerce & Department of Business Administration  
in collaboration with  
Directorate of Corporate Relations & Placements  
on  
"Exploring the digital space in Marketing"  
By

  
Ms. Sravanthi Kodukula  
Manager - Flipkart Brand Ads

 Date: November 1<sup>st</sup>, 2023  Time: 10 am-12 noon on MS Teams

**Convenors**  
Dr. Savita Panwar, Assistant Professor, Department of Commerce  
Dr. Meenakshi Sharma, Assistant Professor, Department of Business Administration  
Mr. Subhash Handa, Deputy Director, Corporate Relations



Link: [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YzM3NWl5N2ItZjA4Mi00MzJkLWEyMTctYjI5NTNiNWwMDdh%40thread.v2/0?context=%7b%22Tid%22%3a%227d0726e8-bf4b-4ac1-99f1-010fb11f1d3f%22%2c%22Oid%22%3a%22456523a4-50d5-47b0-95cb-645c6542120d%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzM3NWl5N2ItZjA4Mi00MzJkLWEyMTctYjI5NTNiNWwMDdh%40thread.v2/0?context=%7b%22Tid%22%3a%227d0726e8-bf4b-4ac1-99f1-010fb11f1d3f%22%2c%22Oid%22%3a%22456523a4-50d5-47b0-95cb-645c6542120d%22%7d)

## 9. Attendance of the Event

**Total attendee-14**

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



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12	220902039	ISHAAN TAK	Commerce
13	220902040	NAMAN GAUR	Commerce
14	220902010	GOVINDRAM DHOJAK	Commerce

## 10. Link of MUJ Website

*Saurabh*  
Head  
Department of Commerce  
Manipal University Jaipur

Dr Saurabh Sharma  
HoD, Commerce