



## SEVEN DAYS WORKSHOP ON MARKETING

A seven days workshop on marketing for MBA students was organized by School of Management, ITM University Gwalior. The resource person for the workshop was an eminent marketing expert and story teller Prof. R. C. Natarajan.

Prof. R. C. Natarajan is the Former Director of TAPMI and IRMA. He was nominated to the Management Accreditation Evaluation Committee as a Member by the Chairman of the National Board of Accreditation, Ministry of HRD, Govt. of India, July, 2013. He was an Invited Delegate at Harvard Business School's GloColl 2013, Boston, USA, July 21-27, 2013. He has been awarded with 'Dewang Mehta' Best Teacher of Marketing Management, 2008 and for Best Case Writing Award by AIMS, 2001. He has also served as a Manager in Marketing, Sales and Channel Management for 15 years.

The seven days workshop was a blend of case discussions, presentations, project based learning, solving numerical, competition and simulation etc. School of Management students enjoyed the sessions and developed deeper insights on Marketing.

The following topics were discussed during the seven days workshop:

- Concept of marketing
- Need, want and demand- (Poster and Card making exercise on Christmas and Birthday was given to students)-
- Marketing Myopia by Theodore Levitt.
- Purchase involvement and perceived brand differentiation- Matrix
- Basis of Segmentation-
- Marketing process-
- Environment scanning- SWOT analysis
- Non bundling , pure bundling and mixed bundling (Numericals were solved)
- Simulation on Pricing Strategies.
- Stages of Product life cycle.
- Promotions mix and levels- PBL on how to promote a book through digital marketing was given to students)
- Analyzing various advertisements through video presentations.
- Conflict and its causes
- Power play and its types in the organizations-
- Conflict management strategy- Matrix – Contingency model
- Postponement and its types.
- Purpose of communication- Cognitive, affective and behavioral

## Glimpses of the workshop:

