

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Department of Marketing

A Brief Report

Seminar on

“Trends in Contemporary Marketing”

8th September, 2015

Time : 9.00 am -4.00 pm
Venue : Seminar Hall, 3rd Floor

A Seminar on the topic “Trends in Contemporary Marketing” was organized for the students of III semester MBA. The programme was conducted with an objective of creating awareness and enhancing the knowledge of students in the area of marketing and the recent trends in the field of marketing. To achieve this purpose, the seminar was divided into three sessions of two hours each and was very well handled by the experts from Industry. The details of the sessions are given below:

Session I: Time: 9am - 11am

Topic: Recent Trends in Service Marketing

Resource Person: Raghavendra. N, Director, Dare 2 Dream, Bangalore

The first session of the Seminar was started with the silent prayer followed by welcome address by Ms. Das Sangita Asst. Professor, Department of Marketing. After the introduction of the resource person, he was requested to start the first

session. In his presentation the Mr. Raghavendra.N, Director, Dare 2 Dream, Bangalore covered areas related to importance of service marketing, difficulties involved in marketing of services and various trends happening in the field of service marketing. He also suggested students, how marketers need to make their services unique to get success in the marketing of the same. The resource person concluded the session and put across the trends in the service marketing in the world today with examples related to various industries. With lot of enthusiasm and humour the programme went on effectively; the students also interacted amid session with the resource person and asked many question related to service marketing. Ms. Das Sangita, proposed vote of thanks and concluded the first session.



Mr. Raghavendra.N, Director, Dare 2 Dream, Bangalore addressing the students

After the first session, students had break for fifteen minutes and had the refreshment provided by the college and assembled back in the seminar hall for the second session.

Session II: Time: 11.15am - 1.15 pm

Topic: Marketing to the Bottom of the Pyramid

Resource Person: Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore

The second session started with the welcome and introduction of the speaker by Mr. Pradeep followed by the presentation from the resource person. In his presentation Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore covered areas related to the Bottom of the Pyramid, the importance of understanding this concept to the marketers. Briefly he discussed about our economy and relevance of this concept to our country. He shared his experience related to marketing to the bottom of pyramid and brought out various challenges faced by him during the process.



Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore addressing the students

The resource person concluded the session and put across the trends in the rural marketing in the world today with examples related to various industries. The session was concluded with a short questions and answer round.

Session III: Time: 2.00pm - 4.00pm

Topic: Managing Advertising Campaign

Resource Person: Srikanth Bhaskaran, Managing Director and Creative Director,
Out Of The Box Advertising Pvt. Ltd, Bangalore

After the lunch, students assembled back in the hall at 2.00 pm for the third session on Managing Advertising Campaign. Mr. Mahesh, Asst. Prof. introduced the speaker and requested him to start with his session. Mr. Srikanth Bhaskaran, Managing Director and Creative Director, Out Of The Box Advertising Pvt. Ltd, Bangalore started his session by giving a brief introduction to his company and how it was started and explained the process of creating an advertisement campaign by giving an example of one of his assignment involving creating an ad for the hotel near Marathahalli. The full process of Managing Advertising Campaign was explained to the students with this example and he asked students to follow the same process create an advertisement campaign for RVIM.

Students were divided into the various groups and given necessary stationery to come out with the advertisement. Thirty minutes were given to the students to create and an ad on the chart paper, later on students assembled back in the hall for the presentation. Each group started with their presentation on the advertisement created by them, Mr. Srikanth was adding value to their ads through his valuable suggestion, and definitely this exercise has made our students to learn the art of creating an advertisement. All the groups had made excellent presentation on the team activity given to them. The session ended at 4.00 pm. Mr. Mahesh, faculty, department of Marketing proposed the vote of thanks at the end of the session.



Mr. Srikanth Bhaskaran, Managing Director and Creative Director, Out Of The Box Advertising Pvt. Ltd, Bangalore during his session



Students presenting their advertisement in the seminar created by them

Report Submitted by:

Dr. Noor Firdoos Jahan

Professor, Department of Marketing, Bangalore

