Workshop on AI, Gamification and metaverse in Marketing	
Date: July 12, 2025	**Venue: RVIM**
Resource Person: Dr. Kiran Veigas, Vice President, Happiest Minds	
No. of Participants: 180	**Event Coordinators: Dr. Noor Firdoos Jahan & Dr. Rashmi Shetty**

An insightful and engaging session on AI and Emerging Trends in Marketing & Communications was conducted for the MBA students of RV Institute of Management. The session focused on the transformative role of Artificial Intelligence in the marketing and communications domain and its growing relevance in today's dynamic business environment.

Dr. Kiran Veigas shared powerful insights on how AI is reshaping the marketing landscape through hyper-personalization, predictive analytics, ethical communication, and evolving customer engagement strategies. The session effectively connected classroom concepts with real-world industry practices, particularly highlighting the impact of AI on Integrated Marketing Communications (IMC).

Objectives of the Session

The objectives of the session were:

- To help students understand the role of AI in modern marketing and communications
- To provide insights into emerging trends in Integrated Marketing Communications
- To highlight the importance of ethical and responsible use of AI in customer engagement
- To bridge the gap between academic concepts and industry applications

Key Concepts Discussed

AI-Driven Marketing Transformation:
The session emphasized how AI enables data-driven decision-making, customer segmentation, and real-time personalization.

Predictive Analytics and Customer Insights:
Dr. Veigas explained how predictive models help marketers anticipate customer behavior and design effective communication strategies.

Ethical Communication in the AI Era:
The importance of transparency, trust, and ethical use of AI in marketing communications was strongly highlighted.

AI and Integrated Marketing Communications (IMC):
The discussion showcased how AI tools enhance coordination across multiple communication channels, ensuring consistency and relevance.

Interaction and Engagement

The session witnessed enthusiastic participation from students. Their questions reflected a keen interest in understanding how AI-driven tools and strategies can be applied in real marketing scenarios. The interactive discussion reinforced the practical relevance of the IMC curriculum.

Conclusion

The session provided valuable insights into the future of marketing and communications in the AI era. Dr. Kiran Veigas' real-world examples and futuristic outlook helped students appreciate the practical application of AI concepts in marketing strategy and communication planning. The session successfully enriched students' understanding and strengthened the connection between academic learning and industry expertise.

PHOTO GALLERY





Event Coordinator

R.V. INSTITUTE OF MANAGEMENT Bangalore

Director