

## PROFESSIONAL LECTURE SERIES:

### FOCUS ON MARKETING

27 SEPTEMBER 2018

Gitarattan International Business School (giBS) organized a Professional Lecture on “**Focus on Marketing**” on 27<sup>th</sup> September, 2018. The speaker was Mr. Dinesh Kurup, Director, Hotel Marcom.

The speaker initiates the discussion with career prospects in Hospitality industry. He discussed that - Sales, Marketing, Hospitality and Industry are deeply interconnected. He showed a short video about an insight of the Hospitality Industry. He further discussed the role of discipline, Emotional Quotient, Image Quotient, etc in Hospitality industry. Intangibility, Inseparability, Variability and Perishability are the requirements necessary for the services of Hospitality Industry.



The speaker also explained the Marketing Mix of services using wide variety of relevant examples. Students thoroughly enjoyed the whole session.

The session ended with a vote of thanks by the Director, Prof. B S. Hothi.

**Compiled by : Maninder Kaur, Assistant Professor, GIBS**