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**giBS**

Incubating future business  
professionals for excellence



**National Marketing Seminar  
on  
Disruptive Marketing: Creating An  
Impact On Customers!**

**19th January, 2019 (Saturday)**

## INTRODUCTION

Traditionally, companies developed products and services for the customers and subsequently implemented strategies to attract them. In other words companies were driving the market. In a marked shift – as a confluence of a myriad of factors happening over time – it is the customers who drive the market today. Times have changed drastically and the customer has driven the market not just a business. It is imperative, therefore, on part of the companies to tap into a market's mood and offer the customers what they want. This, ideally is where disruptive marketing takes its cue.

In reality, disruption is more of a business model than a marketing approach. While companies still have a tendency to market through traditional means, the competitors can disrupt current messages. Becoming resilient to shifting messages in an increasingly crowded market, the customers now demand products and services which are in sync with their requirements. To overcome this new and confounding scenario, the companies must innovate their products, services, even their distribution and promotion, and listen to the customers to deliver exactly what he needs.

With broadly two goals in sight: design a product, service, distribution / promotion mix to match the demand of an emerging market; or re-shape an existing product, service, distribution / promotion mix to meet the demand of customers unsatisfied by the current offering, the companies go about their work of disruption. Starting from this point, a marketing team designs a marketing campaign with disruptive messages that either challenge the conventional thinking in an existing market or speak to a new one.

In view of the above, the National Seminar on Disruptive Marketing: Creating an impact on Customers! provides an apt platform for academicians and industry professionals to engage in a discussion on the same. The following broad objectives, with the participants in sight, have been designed towards that end:

## OBJECTIVES

- To understand the concept and importance of Disruptive Marketing
- To learn the adoption of disruption across core functions of marketing
- To prepare the organization for future challenges

## TARGET PARTICIPANTS

Participation is open to Corporate/Industry persons, Academicians, Researchers and B-school students. In order to ensure enriched deliberations and focused discussion, experts will be invited to the programme to share their rich field experiences with the participants.

## PROGRAMME SCHEDULE

### **Session 1: Transformation from Traditional to Disruptive marketing (0930-1100 AM)**

- Introduction to Disruptive Marketing
- Strategies for Successful Disruption
- Risks and Opportunities

### **Session 2: Adopting Disruption across Core Functions of Marketing (1130AM-0130 PM)**

- Product Disruption
- Price Disruption
- Place Disruption
- Promotional Disruption

### **Session 3: Creating an impact with Disruptive Marketing: Gearing for Future Disruption! (0230-0430 PM)**

- Role of technology in managing disruption
- Planned Obsolescence
- Changing focus of marketing today
- Anticipating and preparing for future disruptions: The Challenges!

## REGISTRATION FEE

|   |            |
|---|------------|
| Corporate Executives/Legal Practitioners        | Rs. 1000/- |
| Academicians/Faculty Members/ Research Scholars | Rs. 500/   |
| Students  | Rs. 300/-  |

Reporting Time for Participation on 19th January, 2019 : 9.00 AM

## REGISTRATION FEE

Registration fee should be sent in the form of Demand Draft in favour of Gitarattan International Business School, payable at Delhi. Registration fee can also be sent through NEFT/ RTGS at following bank details :

A/C Name: Gitarattan International Business School

A/C No.: 50100235284444

A/C Type: Current Type

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Bank : HDFC Bank, 5, Community Center, Garg Plaza, Sec.-8,  
Rohini, Delhi-85

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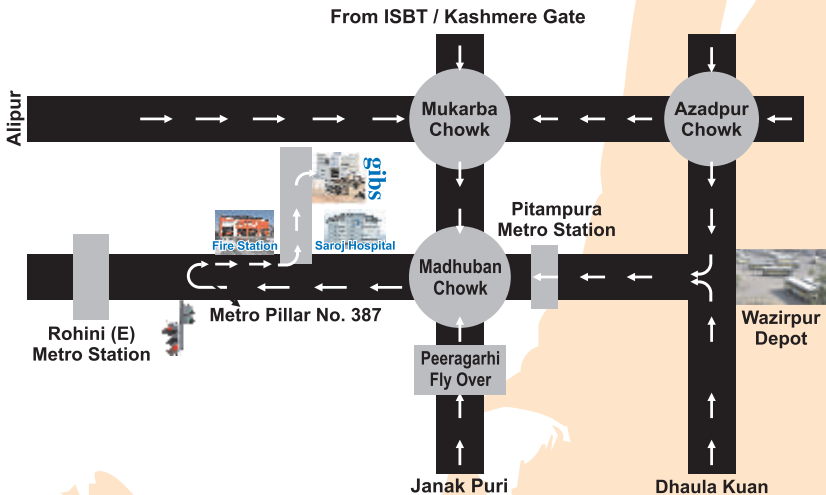
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Approved by Bar Council of India, & Affiliated to Guru Gobind Singh Indraprastha University, Delhi  
'A' Grade NAAC Accredited & ISO 9001:2008 Certified  
Assessed Category 'A+' by Joint Assessment Committee

## ABOUT GIBS

Gitarattan International Business School (GIBS) was established in the year 2004. GIBS is affiliated to Guru Gobind Singh Indraprastha University, Delhi and is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India for technical programmes and Bar Council of India for Law programmes. GIBS is currently offering Post graduate programmes viz. MBA (I & II Shift), MBA-International Business & MCA Integrated and Under Graduate programmes viz. BALLB, BALLB & BBA.

GIBS has been graded 'A' by National Assessment & Accreditation Council (NAAC) in 2nd Cycle. It is an ISO 9001: 2008 certified Institute. GIBS has been rated 'A+' by State fee Regulatory Committee, a fee committee of Govt. of NCT of Delhi & rated highest grading 'A' by Joint inspection Committee of Govt of NCT of Delhi & GGSIP University. GIBS has been rated Grade 'A' by Academic Audit Cell of GGSIP University consecutively from past 5 Years. Also, GIBS has been rated no. 2 by Times B School Survey 2018

## VISION OF THE INSTITUTE

To prepare outstanding professionals in business management and other disciplines, who can provide intellectual-emotional-psychological leadership; design-develop-implement systems & processes; and research-innovate-compete at national & international level.

## MISSION OF THE INSTITUTE

- Provide an integrated learning experience stressing basic skill development, academic excellence, employable skill preparation and intellectual rigor;
- Promote integrated personality development of students;
- Encourage research and excellence in all activities of teaching fraternity;
- Promote continuous improvement in processes and systems through innovative ideas and technologies, and
- Nurture culture of fairness, equity and partnership.



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Website: [www.gitarattan.edu.in](http://www.gitarattan.edu.in)

# National Marketing Seminar on Disruptive Marketing: Creating An Impact on Customers! 19th January, 2019 : 9.00 AM REGISTRATION FORM

| Name of the Participant(s) | Profession | Phone Number | Email Address |
|----------------------------|------------|--------------|---------------|
| 1 .....                    | .....      | .....        | .....         |
| 2 .....                    | .....      | .....        | .....         |
| 3 .....                    | .....      | .....        | .....         |
| 4 .....                    | .....      | .....        | .....         |

Institution/Organization Name with Address : .....

.....

.....

.....

Telephones: ..... Email Address .....

Signature of the Director/Principal/Dean with Stamp

Date:

### Registration Fee

|  |            |
|--|------------|
| Corporate Executives/Legal Practitioners     | Rs. 1000/- |
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| Students                                     | Rs. 300/-  |

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Sector-8, Rohini, 110085

Mode of Payment:

Cash

DD/Banker's Cheque

DD/Banker's Cheque No. .... Dated ..... Drawn at .....

*Mail this Registration Form to:*

**GITARATTAN INTERNATIONAL BUSINESS SCHOOL**

PSP 2A & 2B Complex - II, Madhuban Chowk, Rohini, Delhi - 110 085

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