

# PANEL DISCUSSION ON “WHAT MARKETING LOOKS LIKE TODAY-A GAME CHANGER”

23<sup>rd</sup> DECEMBER, 2022



Gitarattan International Business School organized a Panel Discussion on the topic ‘What Marketing Looks like today –A game Changer’ organized on 23 December, 2022 in college auditorium. The Panel Discussion included three distinguished panelists, Mr. Puneet Gulati, Managing Director, Go5 Corporation TecSox, Dr. Ashutosh Pandey, Associate Professor, FORE School of Management & Dr. Pranshu Chomplay, Head Amity School of Hospitality & was moderated by Dr. Anjali Gupta, Associate Professor, Gitarattan International Business School.

The event received valuable insights from all the panelists and support from Dr. Sheetal Chadda, Academic Coordinator, and Management. It witnessed active participation from speakers and students of MBA and MBA-IB programme, BBA (Semester -5 ).

The session starts with a welcoming speech. Later on, sapling was presented by Director Sir - Prof PM Johri to the renowned speakers.

The discussion focused on how marketing today is a game changer. The Event started with a well said quote “Marketing is not just what you sell but stories you tell”.

During the discussion, Mr. Puneet Gulati, Managing Director, Go5 Corporation TecSox, Gurugram emphatically started the session and talk about what marketing looks in Early 70’s & how in today’s world marketing has Just like the tortoise, brands that have carved a niche for themselves often approach “the race” with a slow, but steady and focused pace. They’re more like the long-distance runner than the sprinter. They make it a point to identify a gap in the marketplace and clearly show how their product or solution can effectively address unmet needs to make customers’ lives better. He makes students aware about concept called anthropomorphism. Through anthropomorphism you are making a brand human-like, enriching it with stories that customers can connect and engage with. Messages has become personal, Apple is a great example of anthropomorphic marketing. The people behind Apple knew they had a good product; they just needed to market it properly.

The second expert Dr. Ashutosh Pandey, Associate Professor, FORE School of Management., enlightened us that how marketing has change is way towards technology, artificial intelligence have become speed proof regulators. AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts. AI is often used in digital marketing efforts where speed is essential. AI marketing tools use data and customer profiles to learn how to best communicate with customers, and then serve them tailored messages at the right time without intervention from marketing team members, ensuring maximum efficiency. For many of today’s digital marketers, AI is used to augment marketing teams or to perform more tactical tasks that require less human nuance.

The third expert Dr. Pranshu Chomplay, Head Amity School of Hospitality speaks about the changing phase of marketing. Earlier we use to talk about generic 4P’s of marketing now to begin as the 4 P’s: product, price, placement, and promotion, and has been expanded to Product,

Price, Promotion, Place, People, Packaging, and Process. Fortunately, the 7 Ps of marketing give you a framework to use in your marketing planning and essential strategy to effectively promote to your target market.

Later on Discussion moderator Dr. Anjali Gupta , Associate Professor, GIBS asked question to all the panelists regarding what panelist believe that Marketing has a paradigm shift after Covid-19, how marketing acts as survival in fast paced life, and what is the biggest challenge in marketing at the moment.

At the end students and attendees asked various questions. The array of questions asked by them reflected the enthusiasm and curiosity of the audience. The event concluded with presenting a momento & vote of thanks by Director Sir - Prof PM Johri.

It was enlightening session for the students.

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