

# Panel Discussion “What Marketing Looks Like Today-A Game Changer” On 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, 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.

**Learning Outcomes:** - The session was informative and students gained knowledge about Artificial intelligence, Digital marketing in today's business. Approximately 180 students joined the session. They learnt how Digital marketing can be used through different tools like Social Media, LinkedIn, Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Email Marketing. The growth of the internet of things- Over the last decade, one of the most exciting developments has been the growth of the internet of things ( IoT ), which refers to the growing number of everyday products connected to the internet. Marketers have already started working on ways to leverage this technology, and it won't be long before we see IoT devices used for marketing purposes-especially in the B2C sector.

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.

**PREPARED & SUBMITTED BY: MS. SHIPRA BHUTANI UPPAL, ASSISTANT PROFESSOR, GIBS**

## FLYER OF THE EVENT



**PANEL DISCUSSION** On

# What Marketing Looks Like Today: – **A Game Changer**

📅 23 DEC 🕒 2:30 – 4:00 PM



**Mr. Puneet Gulati**  
Managing Director  
Go5 Incorporation



**Prof. Ashutosh Pandey**  
Fore School Of Management,  
Delhi



**Prof.(Dr.) Pranshu Chomplay**  
Head, Amity University ,  
Noida

<b>TYPE OF EVENT</b> (PDW/ Seminar /Jurist Day /Annual Event/ ALS/ PLS / Co-curricular etc.)	Panel Discussion-Marketing
<b>VENUE</b>	Auditorium (Ground Floor)
<b>TIME &amp; DURATION</b>	02:30 PM TO 04:00 PM
<b>CONDUCTED BY</b> (eg. CLS-GIBS, IIC, Club, IIPC etc.)	Panel Discussion-Marketing
<b>ORGANISED FOR</b> (Course Name & Semester)	Students of BBA (5 <sup>th</sup> Semester- Morning & Evening Shift) Students of MBA & MBA IB (1 <sup>st</sup> & 3 <sup>rd</sup> Semester)

<b>NAME OF THE COORDINATOR</b>	Ms. Shipra Bhutani Uppal Ms. Aashi Singhal
<b>ATTENDANCE</b>	180
<b>RESOURCE PERSON</b> (Name of the Resource Person, Designation , Organization)	<p><b>Prof. (Dr.) Pranshu Chomplay</b> Head, Amity School of Hospitality</p> <p><b>Mr. Puneet Gulati</b> Managing Director GO5 Corporation-TECSOX</p> <p><b>Dr. Ashutosh Pandey</b> Associate Prof., Fore School of Management</p>
<b>OBJECTIVES OF THE EVENT</b>	The objective of panel discussion is to understand the Key technological trends shaping today’s marketing world, What it means to ‘market in the moment & Why you need to adapt your marketing strategy to connect with today’s customer.
<b>LEARNING OUTCOME</b>	The Session helps them to identify how Marketing changes the game by making the connection between systems, thus allowing the exchange of information and value to realize i.e. become real. From positioning, to pricing, market analysis to on-line advertising and coupons, marketing set up environment and context to turn knowledge and engineering into sales, and therefore revenue.
<b>LINK OF YOUTUBE VIDEO</b>	<a href="https://www.youtube.com/watch?v=Zyyu1OOD2hg">https://www.youtube.com/watch?v=Zyyu1OOD2hg</a>