

Marketing Seminar - “Emerging Marketing Techniques and their Impact on Startups”

15th December, 2023



The Marketing seminar on the topic “Emerging Marketing Techniques and their Impact on Startups” was organized for all the Final year students of MBA, MBA IB and BBA. The Seminar is conducted in collaboration with IIC on 15th December, 2023 at GIBS auditorium. The seminar was conducted in two sessions. The speaker for the 1st session was Prof. (Dr.) Anupama Mahajan, Professor, Bharati College, University of Delhi. The speaker for the 2nd session was Mr. Mahendra Kumar Gupta, Entrepreneur, INurture Incubation Foundation. A thorough grasp of the challenges and opportunities in the fast-paced marketing industry was given to prospective student entrepreneurs by the seminar, which offered a vital investigation into the complex nexus of marketing technology and regulatory environments. Participants obtained useful insights into the complex regulatory difficulties facing marketing firms through captivating lectures, real-world case studies, and lively conversations. Prof. (Dr.) Anupama Mahajan gave the students an introduction to marketing fundamentals at the start of the seminar. She went on to say that in today's world, brands are meaningless without good digital branding, and business owners are constantly looking for leads and customers. Recent developments in marketing trends like The phrase "digital marketing" refers to the promotion of goods and services through the use of digital technology, primarily the internet but also mobile devices, display ads, and other digital media.. Mr. Mahendra Kumar Gupta gave the students an education on strategies to assist businesses in understanding how to use the dynamics of digital marketing to accomplish organizational objectives and establish business values. These strategies included teaching them how to generate money online, using social media platforms like YouTube and Instagram, search engine optimization, content marketing, and other advantages of emerging marketing trends. By the end of the seminar, students had acquired the knowledge and techniques necessary to successfully negotiate the regulatory complexities present in the marketing sector, enabling them to confidently start their own businesses, ensure that they operate within the law, and advance marketing technology.

FLYER OF THE EVENT



giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

MARKETING SEMINAR ON

EMERGING MARKETING TECHNIQUES AND THEIR IMPACT ON STARTUPS

15TH DECEMBER, 2023 (FRIDAY)

10:30 A.M – 03:00 P.M

VENUE : AUDITORIUM





PROF. ANUPAMA MAHAJAN
PROFESSOR, BHARATI COLLEGE, DU



MR. MAHENDRA KUMAR GUPTA
ENTREPRENEUR, INURTURE INCUBATION FOUNDATION

TYPE OF EVENT	IIC “Emerging Marketing Techniques and their Impact on Startups” 15 th December, 2023
VENUE	Auditorium
TIME & DURATION	10:30 A.M to 03:00 PM
CONDUCTED BY	IIC

ORGANISED FOR	<p style="text-align: center;">Students</p> <p style="text-align: center;">MBA (Semester 1,3) and MBA IB (Semester 3), BBA(Semester 5)</p>
NAME OF THE COORDINATOR	<p style="text-align: center;">Ms.Namrata Jain Dr. Anjali Gupta</p>
ATTENDANCE	<p style="text-align: center;">Students: 250</p>
RESOURCE PERSON	<p>Session 1: (10:30 A.M. TO 12: 30 P.M.)</p> <p>Prof. Anupama Mahajan</p> <p>Professor, Bharati College, University of Delhi</p> <p>Session 2: (1 P.M. TO 3 P.M.)</p> <p>Mr. Mahendra Kumar Gupta</p> <p>Entrepreneur, INurture Incubation Foundation</p>
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To give practical exposure to management students about the relevance of emerging technologies on startup. 2. To impart knowledge about latest technologies and make them aware how the budding entrepreneurs can make use of these technologies make their business a successful venture.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. The students' better comprehension of marketing-related regulations allowed them to grasp and interpret the complex regulatory environment governing marketing technologies. 2. The seminar improved the students' ability to think creatively and innovatively when addressing

	regulations that are specific to the marketing industry.
--	--

PREPARED & SUBMITTED BY: Ms. Namrata Jain, ASSISTANT PROFESSOR, GIBS