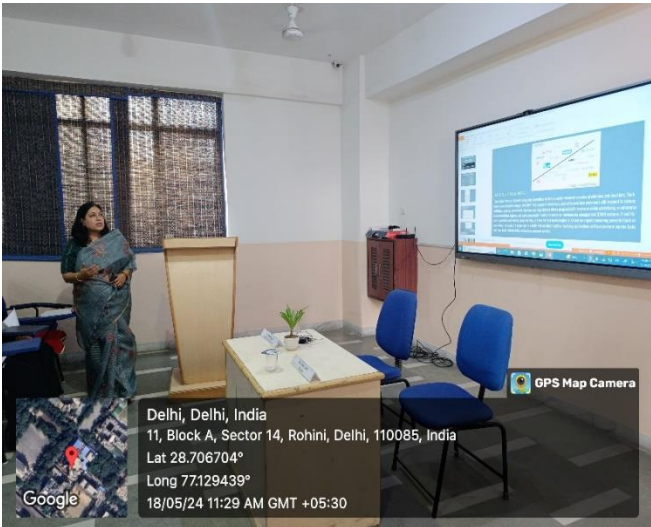


MDP : MARKETING

**“THE POWER OF AI: HOW TO TRANSFORM BUSINESS
FOR FUTURISTIC MARKETING”**

18TH MAY 2024, SATURDAY



Gitarattan International Business School organised a highly engaging Management Development Program (MDP) on Marketing, centered on the theme "The Power of AI: How to Transform Your Business for Futuristic Marketing." on May 18th, 2024. The session was taken by the resource person Prof. Dr. Ritu Sapra, Delhi School of Economics, University of Delhi. The event was conducted in a hybrid mode, allowing participation both in offline mode at the GIBS campus and virtually via online platforms. We had participation from various colleges and companies such as Noisiv Consulting, Chirist University, JK Technohub, JIMS Kalakaji, and MCC Bangalore etc.

The program aimed to look into the transformative potential of Artificial Intelligence (AI) in the realm of marketing. Dr. Ritu Sapra, with her extensive expertise in marketing, provided a comprehensive overview of how businesses can leverage AI technologies to enhance their marketing strategies and gain a competitive edge.

Dr. Sapra began with a foundational introduction to AI, explaining its core principles and how it differs from traditional computing. In her session, emphasis was placed on the importance of AI in analyzing large datasets to derive actionable insights and predict consumer behavior. Dr. Sapra explained how AI algorithms can analyze customer data to tailor marketing messages and offers, thereby improving customer engagement and satisfaction. The session also covered how AI can forecast market trends and consumer preferences, enabling businesses to make informed decisions and stay ahead of the curve. She discussed various AI-driven automation tools that streamline marketing operations, from content creation. The session concluded with insights into future trends in AI and marketing and the interactive Q&A session. The Q& A session allowed participants to engage directly with Dr. Sapra, posing questions and sharing their perspectives on the topics discussed. This exchange of ideas enriched the learning experience and provided practical takeaways for attendees to implement in their respective organizations.

**PREPARED BY: DR. DIPTI JAIN, ASSOCIATE PROFESSOR OF MANAGEMENT,
DEPARTMENT OF MANAGEMENT, GIBS**



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

MDP-MARKETING

**The Power of AI :
 How to Transform
 Business for
 Futuristic Marketing**

18th May 2024

Time : 11:00 AM TO 1.30 PM
 Venue : Room No. 303

LAST DATE OF REGISTRATION - 17.05.2024

SCAN FOR REGISTRATION



SHIVAM KUMAR
 M : 9608930485

PROF. (DR.) RITU SAPRA
 DEPARTMENT OF COMMERCE,
 DELHI SCHOOL OF ECONOMICS, UNIVERSITY OF DELHI

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TYPE OF EVENT	Management Development Program (MDP): Marketing
VENUE	HYBRID-ROOM NO. 303
TIME & DURATION	11:00 AM to 01:30 PM
CONDUCTED BY	GIBS
ORGANISED FOR	Students, Academicians and Industry Professionals

NAME OF THE COORDINATOR	Prof. (Dr.) Ekta Rastogi, Dr. Dipti Jain
ATTENDANCE	26
RESOURCEPERSON	Prof. (Dr.) Ritu Sapra Department of Commerce, Delhi School of Economics, University of Delhi.
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. Introduce participants to the fundamental concepts and applications of artificial intelligence (AI) in marketing. 2. Explore the diverse ways AI can revolutionize marketing strategies and operations. 3. Provide insights into how AI technologies can enhance customer engagement, personalization, and overall marketing effectiveness. 4. Equip participants with practical knowledge on implementing AI-driven marketing solutions within their respective businesses.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Participants demonstrated comprehensive understanding of AI fundamentals in Marketing, recognizing its transformative potential and learn how to create content for advertising using various tools of AI. 2. Participants learnt the application of AI strategies to improve customer segmentation, targeting, and conversion rates.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/8H1urVOOBaw