

## REPORT MARKETING SEMINAR, MERCADEO CRESTA 2019

DATE: 19-10-19

VENUE: MERI AUDITORIUM

TIMINGS: 9:30 AM-4:30 PM

TOPIC OF THE SEMINAR: Strategic and Tactical Marketing in Contemporary corporate”

ORGANIZER: Management Education & Research Institute, Department of Management

CHIEF PATRONS: Shri I.P.Aggarwal, Founder President, MERI

Prof. Lalit Aggarwal, Vice President, MERI

ORGANIZING COMMITTEE: Shri. A.K. Agrawal, Dean, MERI

Dr. Samarth Singh, Associate Prof. , MERI

Dr. Gurpreet Kaur Chhabra, Assistant Prof., MERI

CHIEF GUEST: Mr. Rajeev Ranjan (CEO, Digiswitch Infotech)

SPEAKERS INVITED:

- a) Mr. Sandeep Ganguly, Business Manager, sales and marketing, Thermo Fisher Scientific Ltd.
- b) Mr. SachinSeriger, DGM, Sales & Marketing, Pagalguy.com.
- c) Mr. Mohd. Kamran, CEO, Digital IMC

OBJECTIVES OF THE SEMINAR:

- 1) To explore, identify and analyze the marketing strategies adopted by corporates.
- 2) To understand the ways and methods adopted by the companies to maintain a customer focus with competitive orientation.
- 3) To evaluate the benefits that marketers draw from adopting a strategic and tactical approach in their marketing program.

The event started with a presentation on the topic, 'Strategy and Tactics- The Determinants of Organization Success' given by Mansi Mishra and Farhan of BBA semester 1. Welcome address of the seminar was given by Prof. Lalit Aggarwal and the inaugural address was given by Sh. I.P. Aggarwal followed by audience address by the chief guest. The inaugural session ended with a vote of thanks by the Dean.

The chief guest of the seminar was Mr. Rajeev Ranjan (CEO, Digiswitch Infotech). Mr. Ranjan addressed the audience by highlighting the importance of having a strategic approach towards personal as well as professional life. He briefed the audience with the latest strategies and tactics adopted by the IT firms. The other dignified speakers of the event were: a) Mr. Sandeep Ganguly, Business Manager, sales and marketing, Thermo Fisher Scientific. He highlighted the various strategies and tactics used to influence customers and deal with competitors in the field of pharmaceutical and diagnostic industry. b) Mr. Sachin Seriger, DGM, Sales & Marketing, Pagalguy.com. He used an interactive approach towards the audience and briefed about the nuances of online management education portals. c) Mr. Mohd. Kamran, Digital IMC briefed the students with the tactical approach towards digital marketing.

The seminar also served as a platform for the launch of our e-cell initiative, an entrepreneurship venture of our MBA student, Aman Upadhyay, Venture Name- Costumes 360.

The Seminar was attended by 200 students from management from MERI and 40 students from other colleges including BCIPS, NDIM, GIBS and Asian Business School.

