

Event Details	
Event Name	Value Added Course
Topic	The Strategic Marketing Module
Date	2024 -04 -01 to 2024 -04 -04
Mode	Offline
Organizer Name	Dr. Rashmi Aggarwal
Resource Person	Dr. Ashok K Chitkara Chancellor
No. of Participants	210
SDG No	SDG 4: Quality Education , SDG 8: Decent Work and Economic Growth , SDG 9: Industry , Innovation and Infrastructure

Objective :

- 1.To make the students aware about the concepts of strategic marketing like market segmentation , targeting , positioning and marketing mix .
- 2.To help the students learn about the key performance indicators (KPIs) and metrics used to evaluate the effectiveness of marketing campaigns .
- 3.To teach the students the importance of ethics in marketing .
- 4.To use case studies and real-world examples to illustrate concepts and principles discussed in the session .

Description :

A value added course (VAC) on Strategic Marketing (CU160) was conducted for the undergraduate students of B. Com and BBA Fintech by Honourable Chancellor Sir, Dr. Ashok K. Chitkara . The main objective of the course was to equip them with practical knowledge and skills that are relevant to the field . The course helped the students to gain knowledge regarding fundamental concepts such as market segmentation , targeting , positioning and marketing mix. Dr. Chitkara also taught the students how to analyse market trends , consumer behaviour , and competitor strategies to identify opportunities and threats in the market . He used various case studies of some leading organizations like KFC, Parle Agro , Nestle , Café Coffee Day, Mc Donalds , Zara etc. to make the students understand the strategies from a practical perspective . The concepts discussed by Chancellor Sir helped the students to gain insights into the process of developing strategic marketing plans , including setting clear objectives , defining target markets , and designing marketing strategies to achieve goals . This course also introduced the students to key performance indicators (KPIs) and metrics used to evaluate the effectiveness of marketing campaigns , and how to interpret and analyze marketing data. And above all, discussing the importance of ethics in marketing , Dr. Chitkara emphasized the ethical considerations and social responsibilities involved in marketing activities .

Outcomes :

- 1.Students demonstrated a solid understanding of key strategic marketing concepts , including market segmentation , targeting , positioning , and the marketing mix, through the presentations that followed the session .
- 2.Students were able to understand the importance of branding and positioning in strategic marketing .

- 3. Students were able to identify the key performance indicators (KPIs).
- 4. Students became aware of ethical considerations .



Students attending Chancellor Sir's session on Strategic Marketing



Dr. Ashok K. Chitkara delivering a module on Strategic Marketing



Dr. Ashok K. Chitkara encouraging the students



Chancellor Sir interacting with the students