

ACTIVITY REPORT

Name of the activity	Value Added Course on International Services Marketing	Date	10-10-22 to 14-10-22
Name of the Moderator	Dr. Nitish Arora	Time	9:00 am-4:00 pm
Name of the Resource Person	Prof. Casper Vogel	Mode	Offline
Nature of the activity	Value Added Course	Program & Batch	BBA Digital Marketing 2021-2024
Number of students participated	32	Academic Session	2022-2023

About the Activity

Prof. Casper Vogel's session with BBA Digital Marketing students was on International Services Marketing. The session was insightful and started with full zest and zeal. Students were quite eager to learn from international faculty. Prof. Vogel is a **senior lecturer**, teacher trainer, and member of the exam board at **The Hague University of Applied Sciences** (Haagse Hogeschool), The Randstad, Netherlands. Prof. Vogel shared with the students his experiences in industry and academia. He talked about various theories that are prominently practiced in international service marketing. Prof. Vogel highlighted the importance of understanding the needs of consumers and the importance of quality services for both consumers and service providers. The lecture emphasized the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations. Students were provided with a case study and discussed how to solve it and how it can help budding marketers make better decisions.

Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
1. To understand the International Services Marketing Scenario.	Students came across how services sector has interconnected the entire world.
2. To gain knowledge about fundamental concepts of International Services Marketing.	Students learned various prominent services theories which are shaping the international services sector.
3. To understand strategies followed in services marketing.	Case study simulations helped students to have hands on training on strategy implementations.

GLIMPSES OF THE ACTIVITY



Image 1: Prof. Casper discussing about Airtel as service provider in class



Image 2: Prof. Vogel in a group photograph with students of BBA (Digital Marketing) batch 2021-2024