



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University | Electronics City, Bengaluru - 100

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Report on Innovative Marketing

Date of Event(s): 25-05-2021

Department /Association: COMMERCE / ACME

Venue: ZOOM

Number of Participants:

Target Audience: B. Com VI SEM

Title	INNOVATIVE MARKETING
Date of Event(s)	25-05-2021
Department / Association	COMMERCE
Venue	ZOOM
Number of Participants	38
Target Audience	STUDENTS OF VI B.COM B

REPORT:

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs, and overall media exposure.

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal.

At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability.

Marketing is the process of interesting potential customers and clients in your products and/or services. The

keyword in this marketing definition is "process". Marketing involves researching, promoting, selling, and distributing your products or services.

It's a huge topic, which is why there are tomes written on marketing, and why you can take a four-year marketing degree. But essentially marketing involves everything you do to get your potential customers and your product or service together.

Why Is Marketing Important?

1. Marketing Is an Effective Way of Engaging Customers Marketing Helps to Build and Maintain the Company's Reputation
2. Marketing Helps to Build a Relationship between a Business and Its Customers
3. Marketing Is a Communication Channel Used to Inform Customers
4. Marketing Helps to Boosts Sales
5. Marketing Aids in Providing Insights about Your Business
6. Marketing Helps Your Business to Maintain Relevance
7. Marketing Creates Revenue Options
8. Marketing Helps the Management Team to Make Informed Decisions

An activity was conducted by Prof. Anusha N Bhat, the class coordinator of VI B.com

The students were asked to plan an innovative way to market any product of their choice. The meaning and importance of marketing were told by the coordinator. Due to the time constraint, only two students were able to give their presentation, the students who presented were Monisha K and Beri Lavanya. Monisha presented on a water bottle and explained in detail the difference between a regular bottle and the bottle she marketed, it was an interesting and very good presentation. Beri Lavanya presented on a ring AURO which tells about the mental health conditions of an individual. Both students presented well. All the students enjoyed and learned something new from the activity conducted. They requested the class coordinator to conduct any such activities.

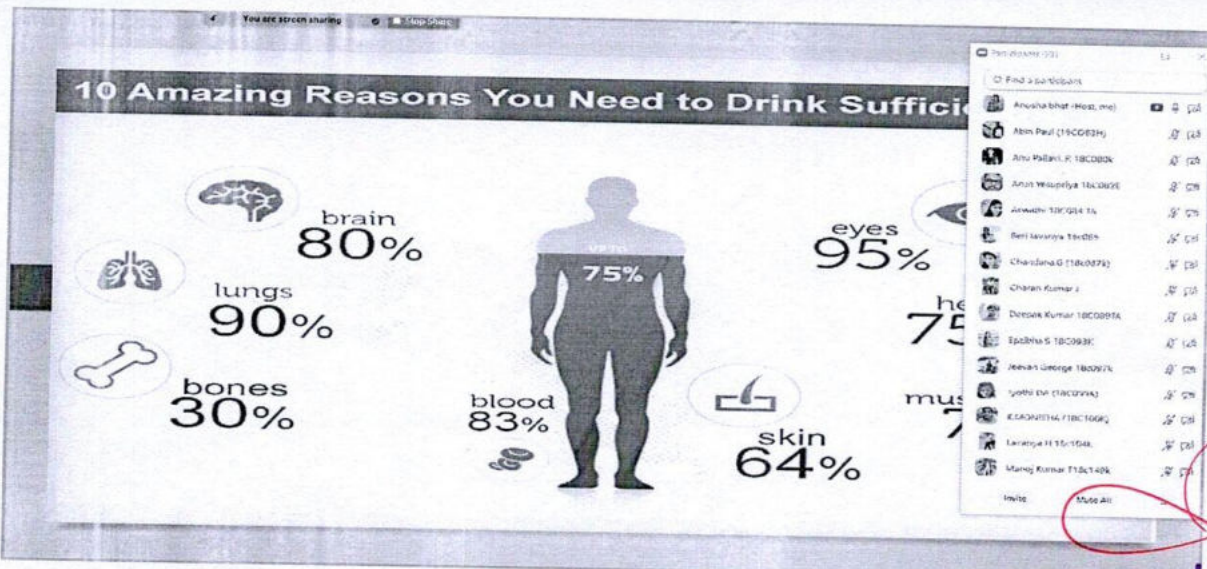
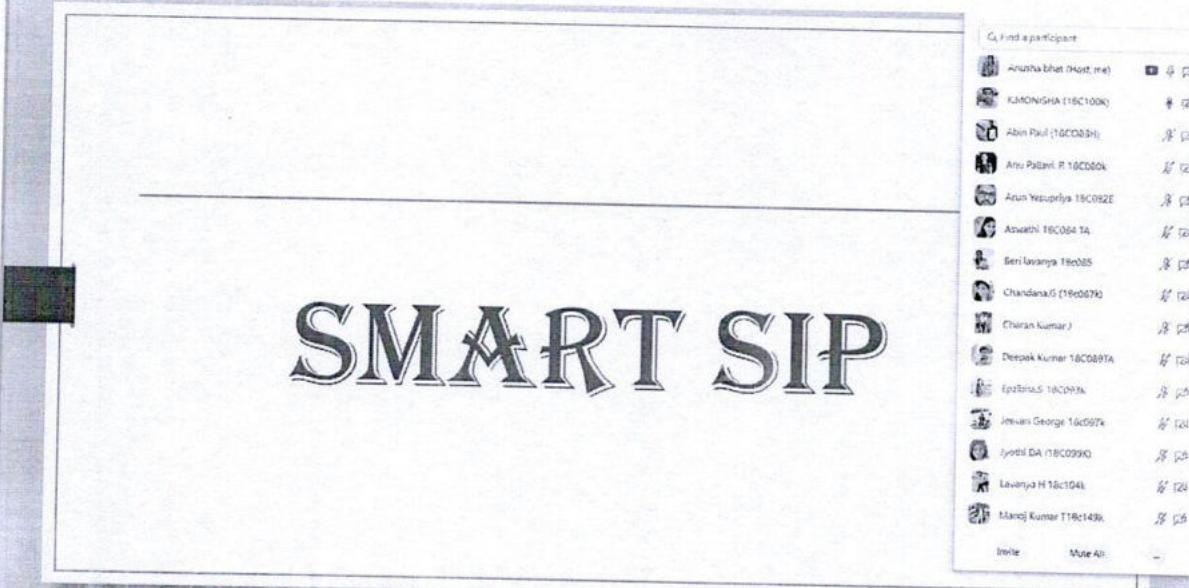
Outcome of the Activity:

The activity was conducted to make students aware about the innovative activities taking place in marketing. The main focus was on to make students familiar with the recent innovation happening in the marketing and how it creating an impact on the marketing process and its impact on the competition.



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Collage of Photos:



30/9/21

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