

## REPORT ON

### “Seminar on Marketing Mix”

**Day:** Friday

**Date:** 03/11/2023

**Time:** 10.00 AM-12.00 PM

**Total Number of Participants:** 108

**Class:** MBA I & II

**Category:** Institute Level

#### **Objectives:**

1. To gain an understanding of the marketing mix which includes 4Ps for product and additional 3Ps for Services.
2. To learn about current trends in the industry with special reference to sales and account management.
3. To identify the career opportunities and skills required in the field of marketing.

#### **Guest Speaker:**

1. Mr. Aniket Asole, Growth Lead (UK & EU), Fulcrum Digital (Contact no. 9096411400, Mail. Id: aniketasole86@gmail.com )

#### **Session Summary:**

RMDSSOMS organized seminar on Marketing Mix for MBA I & II year students. The seminar started with the introduction of the guest speaker Mr. Aniket Asole by Mr. Nihal Prasad (MBA I year student) and felicitation by dean ma'am Dr. Swati Vijay. Mr. Aniket asole started with explaining briefly 4ps of marketing mix along with extended 3ps of marketing mix. He also talked about the current trends and opportunities in the field of marketing. He explained students that what skills are required to build a career in the field of marketing. The session was concluded with the Q & A between guest speaker and students, followed by vote of thanks by Ms. Peeyusha Dhande (MBA I year student).

#### **Outcome of the session:**

- Students learned the concept of marketing mix (4ps and 3ps of marketing mix).
- The career opportunities in the field of marketing were explored.
- Also the skills required to have a career in marketing were understood.

### Name of Student Coordinators/ Volunteers:

Roll No.	Name of the Students
125	Nihal Prasad
45	Peeyusha Dhande
61	Bhagyesh Balapure
132	Rahul Manothiya
161	Sagar Sor

Dr. Kavita Kamath, Mrs. Dhanshree Borawake

### Name Faculty Coordinators

Report prepared by:

Mrs. Dhanshree Borawake

Asst. Professor (RMDSSOMS)

Dr. Swati Vijay

Dean (RMDSSOMS)

### Event photos:



**Felicitation of the Guest Speaker Mr. Aniket Asole by Dean Ma'am Dr. Swati Vijay**



**Guest Speaker addressing the Students**