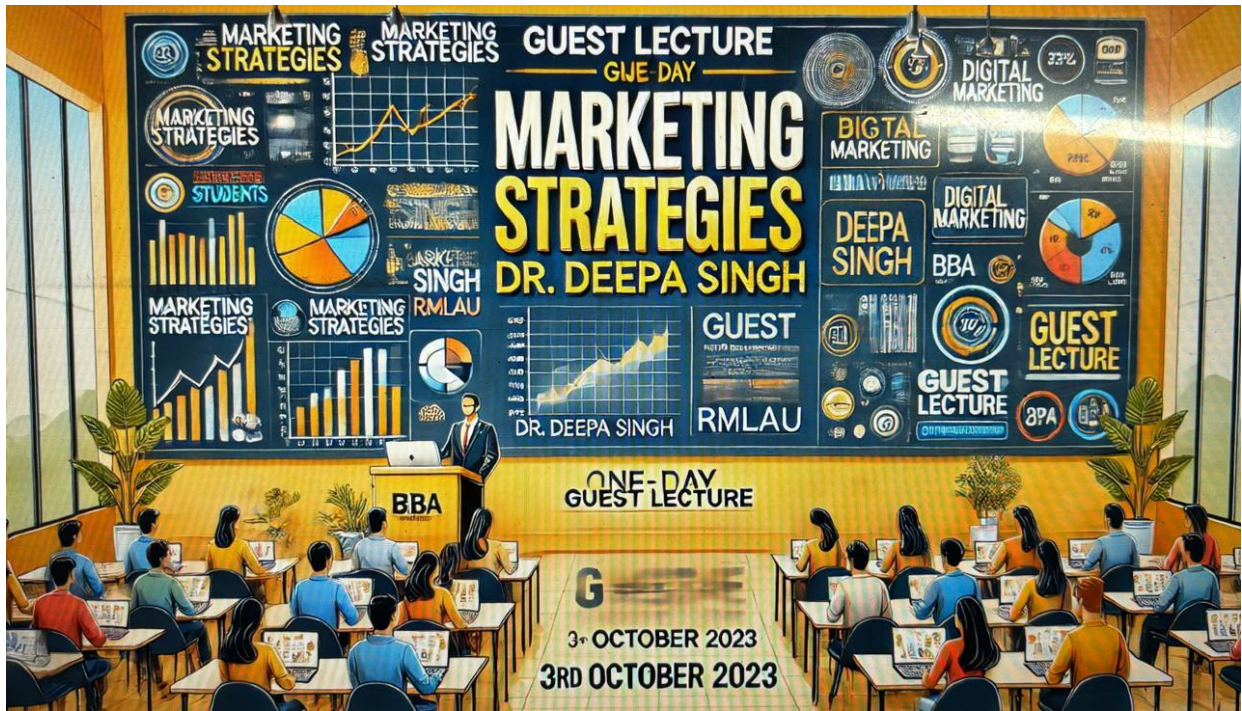




SHRI LAL BHADUR SHASTRI DEGREE COLLEGE, GONDA



Report on One-Day Workshop on "Marketing Strategies"



INTRODUCTION

A one-day workshop on "Marketing Strategies" was successfully conducted on October 3, 2023, at Shri Lal Bahadur Shastri Degree College, Gonda. The workshop was organized specifically for BBA students to enhance their understanding of contemporary marketing strategies and techniques.

Objective of the Workshop: The primary objective of the workshop was to provide BBA students with a comprehensive understanding of modern marketing strategies. The session aimed to equip students with the knowledge and tools necessary to apply strategic marketing concepts in real-world business scenarios.

Resource Person: The workshop was led by Miss. Deepa Singh, a renowned academician from Dr. Ram Manohar Lohia Awadh University (RMLAU), Ayodhya. With extensive experience in marketing and strategic management.

Key Topics Covered:

1. **Introduction to Marketing Strategies:**

The workshop began with a foundational overview of marketing strategies, defining their importance in today's competitive business world.

2. **Market Research and Analysis:**

She also highlighted the role of market research and consumer behaviour analysis in developing effective marketing strategies. She explained different tools and techniques for conducting market research.

3. **Segmentation, Targeting, and Positioning (STP):**

A detailed session on STP helped students understand how businesses segment their markets, identify target audiences, and position their products to achieve maximum impact.

4. **Digital Marketing Strategies:**

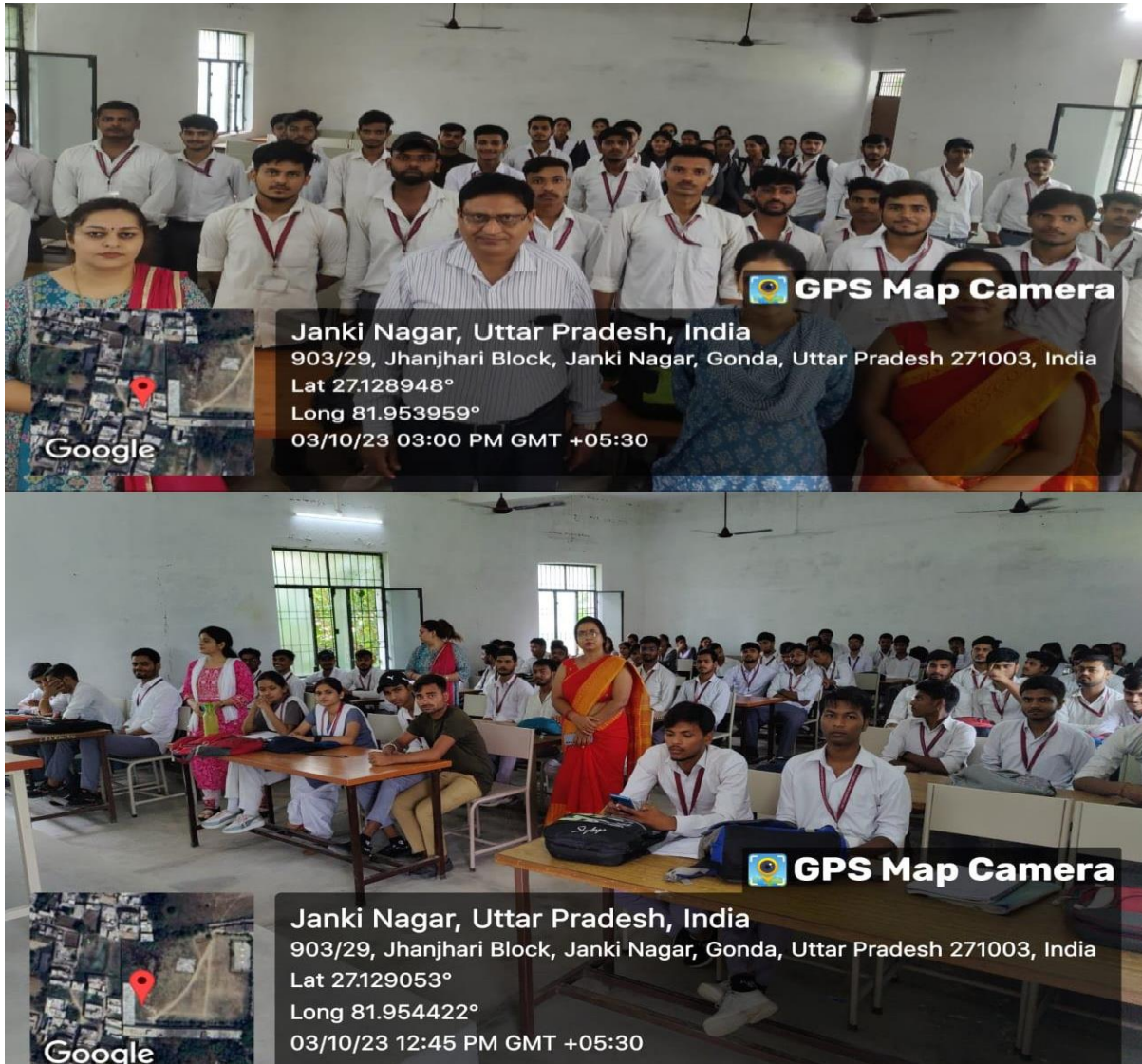
In the current digital age, the significance of digital marketing was emphasized. Topics like social media marketing; search engine optimization (SEO), content marketing, and email marketing were discussed.

5. **Brand Management and Customer Relationship Management (CRM):**

The workshop also covered the importance of brand management and the strategies involved in maintaining and enhancing brand value. The concept of CRM and its impact on customer loyalty and retention were discussed.

6. Case Studies and Interactive Activities:

To provide a practical perspective, the workshop included case studies of successful marketing strategies adopted by leading companies. Students participated in interactive activities and group discussions, allowing them to apply the theoretical knowledge gained during the sessions.



Feedback from Participants:

The workshop was highly interactive and well-received by the students. Participants appreciated Ms. Singh's engaging teaching style and the practical insights she shared. They expressed that the workshop helped them gain a deeper understanding of how marketing strategies are formulated and implemented in real business scenarios.

Conclusion:

The one-day workshop on "Marketing Strategies" was a resounding success. It provided an enriching experience for the BBA students of Shri Lal Bahadur Shastri Degree College, Gonda, who gained

valuable knowledge and skills that will aid them in their academic and professional journeys. The college extends its heartfelt thanks to Miss. Deepa Singh for her enlightening session and hopes to organize more such workshops in the future.

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