



**JAGANNATH
INTERNATIONAL
MANAGEMENT SCHOOL**

**STROTT
2022**

**"THE BEST MARKETING DOESN'T
FEEL LIKE MARKETING"
-TOM FISHBURNE**

CHAIRMAN'S MESSAGE

The Institute was founded in 1997 with a clear vision and purpose. It was envisioned that in the foreseeable future it evolves into a world class business school recognized for its commitment to high powered quality education and research. We also committed ourselves to developing outstanding professionals.



and entrepreneurs who exemplify humanistic values, are socially responsible stewards and create and disseminate practitioner-oriented knowledge that will uplift society.

The current global economic slowdown is driving India Inc. to rethink strategy, reassess agendas and revisit several of the long-standing rules of the game. Leadership is being stretched for direction and results; management is being tested for fortitude and having a balanced head-on-shoulders approach that keeps the momentum going. As the business world gets more complex B-School recruits will need to be equipped with new skills-sets, innovative ideas and a heightened mental toughness to sail through the current corporate turbulence.

To keep pace with the velocity of change and thrive in an uncertain environment our **management school** has already shifted gears to a mode of mastering change. It has launched several strategic initiatives both at the macro and micro levels to ensure that student's overall development is in tune with

the present demands and expectations of industry. Our strategic focus in future will address areas of curriculum design, mentoring and live projects, advanced statistical software training, international summer internships, soft skills, stress coping and EI learning. These initiatives will focus on developing student competencies in dealing with global complexity, emerging technologies and changes, and social and cultural diversity. I am confident that our “high value adding” initiatives will help create tomorrow’s skilled leaders as value is all about up skilling individuals and contributing to business results.

Dr. Amit Gupta
Chairman, JIMS

DIRECTOR'S MESSAGE

Dear Students,

Welcome to JIMS for a unique and exciting period of learning! JIMS Kalkaji, Delhi is recognized nationally for its innovative and holistic approaches to higher education in the 21st Century. The mission of JIMS, Management College in Delhi is to prepare students to become critical thinkers, effective communicators.



and responsible global leaders by providing an academically-challenging, values- based Curriculum. At JIMS we strive for excellence in pedagogy through innovative and collaborative teaching-learning practices. These pedagogies comprise a blend of lectures, case studies, projects, and simulations apart from workshops, seminars and conferences. JIMS Institute provides a truly high tech learning environment with smart classrooms, automated Library and modern computer labs. The opportunities for the development of PGDM students are immense as apart from professional excellence, we focus on honing their overall personality through soft skills training. Once again best wishes to all of you for a rich, happy and eventful two years of learning at JIMS Kalkaji.

Dr. Anuj Verma
Director, JIMS Kalkaji

HOD-PGDM's MESSAGE

Post Graduate Management Education at JIMS Kalkaji Striving for Continuous Academic Excellence

Management Education at Jagannath International Management School has established a benchmark in academics by constantly mapping its curriculum with industry demand and making it dynamic and agile. Over the journey of 25 years as a management college we



have strategized our curriculum from the stage of convergence to divergence. We have diversified our course content from Finance, Marketing, and Human Resources to Financial analytics, Marketing Analytics, Human Resource Analytics, Business Analytics, Predictive analytics, Risk analytics, Strategic Management, Entrepreneurship, Personality Development, and basic knowledge of French and German. We have set a new pathway to synergize the benefits of collaborative experiential learning by establishing academic alliance with international benchmarked higher education institutes: Harvard University, Nanyang Technological University Singapore, University of Cologne, National University of Singapore, Management Development institute of Singapore and Austin University as well as national premium institutes; Shri Ram College of Commerce, Delhi University and National Stock Exchange.

We nurture the culture of innovation, creative thinking, empathy, compassion, and values among our students. Our Atal Innovation club and community development students have been contributing for the sustainability of the environment and people. We at Jagannath International Management School are consistently striving to maintain high standards of education and ensure our students should practice ethics in life.

Dr. Neelam Tandon
HOD-PGDM

HOD-PGDM(IB)'s MESSAGE

Dear Friends,

Greetings and welcome to Strott's—edition. This issue, like prior ones, is packed with information about how our alumni, faculty, staff, and students are working to make a difference when and when it is most needed. You can learn about institutional initiatives in this issue, including stories about how we work to better educate our students for the workforce and to be decent people. In numerous fields and in numerous ways, our students are accomplishing incredible things. You'll meet some amazing graduate students in the most recent edition who are improving their lives. Through an industrial visit to the Mumbai Port, a meeting with the additional DGFT, and a trip to the SEEPZ (Santacruz Electronic Export Processing Zone), PGDM (IB) students gained a lot of practical experience. The transition from campus to corporate life is greatly influenced by industrial interactions. PGDM (IB) students who visited the UAE had the chance to learn from foreign professionals. The world will keep changing as brilliant, motivated pupils are developed into creative, fascinating professionals.



Dr. Navneet Gera
HOD-PGDM(IB)

EDITOR'S MESSAGE

The Covid era had marked panic for all of us and more specifically for businesses and industry. The landscape of marketing has changed completely and thus an insightful view was imminent. Our students of PGDM and PGDM (IB) have presented their



thoughts here right from describing the elementary concept of marketing to its various types, dimensions, and scope of marketing in the coming era. Finance being the fundamental concept that supports all the other functions of management has been described towards the end of the magazine. This is an excellent piece of work with the thoughts of the students rolling out right from theory to corporate examples.

Building a writing practice is the most valuable corporate skills and when a skill becomes a habit success is not far to fetch. 'Content is king' said Bill Gates and there is no better time than today where this stands true. Thus, ensuring the magazine as an exemplary start for the students to build and sustain with this skill that makes a permanent mark for their entire career.

**Ms. Jyoti Kukreja
Assistant Professor
& Editor- Strott-An
Annual Student
Magazine**

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What Is Marketing?

By- Varun Pusarla

Marketing is the process of conveying a company's message to the target market. Essentially, marketing is the process of creating, developing, and maintaining all commercial relationships. Marketing is also a tool used to influence consumer behavior. In recent years, marketing has become a more digital process.



Since technology has made it more accessible and versatile. As such, marketing strategies now involve more communication channels and more adaptable digital media.

The term 'marketing' initially referred to the act of promoting a particular product in an area. However, over time the term 'marketing' has come to mean all efforts to promote a company's products and services. Today, the marketing field is vast and ever-expanding as new technological advancements allow for greater creative freedom and access to new channels for communication. Marketers have become so versatile that they're now able to reach almost any target audience with an appropriate marketing strategy. For example, in ancient times marketers would only have access to oral communication channels such as literature or advertisements in newspapers or magazines. Today, however, marketers have access to far greater digital communication channels such as email, text messages and social media websites. This gives marketers much greater flexibility when targeting their customers with marketing strategies. For example, a marketer can use email to communicate with customers directly while avoiding costly postal delivery systems. In addition, social media platforms make it easy for marketers to interact with customers directly- without requiring any third-party intermediaries.

The future holds even more marketing possibilities. By 2025, the marketing industry will be worth \$619 billion dollars worldwide thereby making it one of the top 10 industries in the world.

As marketers become more innovative and accessible, they'll have even greater opportunities in the future. In this digital age,



consumers are constantly bombarded by company advertisements via various communication channels- making them increasingly susceptible to marketing strategies. At the same hand, new technologies allow companies to reach global markets virtually cost-free while

allowing them to maintain personal contact with relevant customers. For these reasons and many others, marketers are making history with their creativity and determination.

Technology has also had a huge impact on the world of retail sales. Marketing has become increasingly important for retail businesses- especially in light of ecommerce platforms like Amazon. Many retail jobs are now focused on customer acquisition, which was previously handled by marketing staff within companies. Those jobs are now often done through companies that specialize in marketing to businesses - or even banks specifically targeting business accounts. This new field of 'business development' is helping companies grow their businesses while also creating new jobs in the process.

Technology has revolutionized the world of marketing thanks to new inventions like apps and databases. Corporations now know they need to devote resources to their own marketing departments if they want success with customer acquisition strategies. People are now willing to go out of their way to purchase products promoted by companies using technology. It's hard to overestimate the impact a working marketing department can have when used correctly.

Industrial Visit To Mother Dairy



Ms. Tanuja Puri, Assistant Professor, JIMS Kalkaji with PGDM Students



Dr. Anju Shukla, Assistant Professor, JIMS Kalkaji with PGDM Students

Digital Marketing

By- Naaz Ismail

Marketing is the activity, set of institutions and process form creating, communicating, delivering, and exchanging value for customers, clients, and society at large. As we know that the customers need changes from time to time and the market must be upgraded accordingly. The marketing that was years back has eventually changed and the change is



always better. People are more aware, and the market is explored.

The New generation of customers have adopted look for more opportunities and more options. For e.g.: - when social media marketing was not their people relied on newspapers, magazines etc. Now the digital marketing has created a revolution in the field of marketing and even small entrepreneurs have joined the business and bringing a change.

We can say that there will be more growth in marketing with new ideas and revolutions. Some Trends that will affect the future of marketing like increasing complexity in consumer purchasing decisions, personalization in product design and communication will be more prevalent, personalized data driven marketing will become friendlier, more accurate metrics will continue to emerge. Some of these trends will greatly affect the future of marketing.

Thus, the marketing function needs to evolve and adapt to be ready to meet the challenges of the new customer landscape.

Apart from having creative mind analytical minds marketers must always be up to date with constantly changing marketing landscape. Consumers for tomorrow: - GEN Z Millennial is nothing new and so is gen z.



So, if you're curious about the customer for tomorrow we should keep an eye on generation alpha Gen Z. Forgetting traditional 4p's and welcoming 4 e's will impact to future of marketing that is **Engagement, Experience, exclusivity, andemotion**. Now and in future emotional branding is what makes a business stand out. We can see a bright future of marketing in the coming years which will reach to more people and be helpful to them in many ways.

Placement Highlights



Manas Tikkha
Evalueserve
PGDM (IB)



Ankita Singh
L'oreal
PGDM - (IB)



Sunil Yadav
Philips
PGDM - (IB)



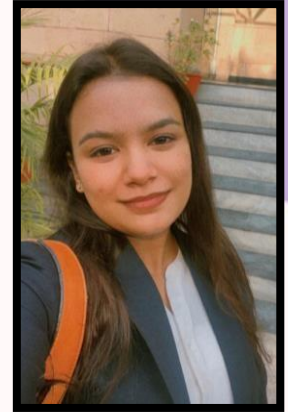
Prakhar Kumar
Acuity Knowledge
Partners
PGDM



Types of Digital Marketing

By- Akshita Nigam

The term digital promoting refers to the employment of digital channels to plug merchandise and services to achieve customers. This kind of selling involves the exploitation of websites, mobile devices, social media, search engines, and alternative similar channels. Digital promotion became popular with the arrival of the web within the Nineties.



Digital promoting involves several similar principles as ancient promoting and is commonly thought about a replacement means for corporations to approach customers and perceive their behavior. Corporations typically mix ancient and digital promoting techniques in their ways.

KEY TAKEAWAYS

- Digital promoting involves promoting to customers through any variety of digital channels.
- This manner of selling is often dead-on websites, mobile devices, and social media platforms.
- This manner {of promoting or selling of promoting} differs from net marketing that is completely done on websites.
- Digital promoting could be a broad field, together with attracting customers via email, content promoting, search platforms, social media, and more.

- One the largest challenges digital marketers face is a way to set themselves apart in a world that's oversaturated with digital promoting ads.

Types of digital marketing—

1. Content marketing: Content marketing involves making and distributing content—text, pictures, multimedia— that adds price to your audience, rather than simply broadcasting. If you're in B2C (business to consumer), 'content' will mean social media posts, web articles, and fun videos; if you're in B2B (business to business), it'd be additional white papers or reports, webinars, and academic videos.

2. Program marketing: is regarding obtaining your web site to look at the highest of the results once somebody searches for your complete, your merchandise and services, and alternative relevant words and phrases.

3. Show Advertising: show advertising, conjointly referred to as banners, could be a ton just like the ancient print ads you'd get in magazines, except that they're on-line, and you'll target specific publications you recognize your audience reads.

4. Mobile Marketing: Mobile promotion is nearly as broad as digital promoting itself and can overlap with heaps of the opposite sorts. It involves doing everything you're doing on a desktop, however adapting it to mobile, additionally as doing mobile- specific things like in-app advertising, causing text messages, and exploiting social electronic communication apps.

MUMBAI DIARIES 2022



Dr. Navneet Gera, HOD-PGDM(IB), JIMS Kalkaji with PGDM-IB Students



Travel is Best Therapy



International Institute of Packaging



Contextual Marketing

By- Muskan Agarwal

Major moves by tech companies are driving the next wave of marketing trends. Google announced the eventual deprecation of support for third-party cookies by 2023. Apple launched its new email protection feature in its latest IOS and OS systems. Google's search engines are incorporating core web vitals into their search algorithm and giants like Hub Spot and Sales force are racing to dominate the industry and introducing new ways to manage, communicate and market.



What does this mean for marketers?

For anyone who may oversee email marketing, digital advertising or website optimization, these changes may require a different strategic approach to planning for the upcoming years. Here are a few trends to be on the lookout for.

Contextual marketing will rule

Relying on systems to place ads based on clicks is becoming outdated. More than ever, marketing teams are going to be called on to understand the whole buyer's journey to produce the right content and to place it intelligently.

As we move into an era of privacy, marketers will need a clearer understanding of where buyers go as they research and validate.

Purchasing decisions online. They will need to learn how to use contextual marketing functions on those platforms and make smart choices about advertising and content placement. This new phase of digital advertising looks more like traditional advertising tactics in which a marketer may have chosen a magazine based on its content and audience as a good place to put an ad to reach their target audience.

An easy example to illustrate this concept for digital advertising is thinking about ads for food brands appearing on a recipe page of a website.

Contextual advertising also requires marketers to look at categories of keywords instead of simply synonyms. Expanding understanding of the buyer's journey is a must to know that someone who might be interested in the latest handbag isn't just looking for a "purse" or "clutch" or "shoulder bag" or "tote"— they are interested in the "latest fall fashion trends" and the "top accessories for the autumn." The customer-centric lens that a marketer needs to do contextual marketing well requires a deep understanding of the social, financial, emotional, and intellectual needs of the buyer at certain stages, along with what they enjoy outside of the buyer's journey.

Creativity is king.

SUCCESS OCCURS
WHEN YOUR
DREAMS
GET BIGGER THAN
YOUR EXCUSES.



Gecko & Fly Quotes

Social Media Marketing

By- Avinash Sharma

Marketing is one of the most emerging fields in today's time the immense diversities of this field is its justification of why so and so many people are opting it as a career option and for the choice of their future. So, the question that arises is that what exactly marketing is? Marketing is the activity of showing and advertising a company's products.



in the best way possible. Marketing basically means anything that creates awareness and reach out about a product creating its needs onto the minds of their customer. Effective marketing can increase the sales with a high profit also due to monetary terms a lot of people tend to take it up as a profession with time, marketing has also evolved from traditional to a newer sense. A whole lot of advancement took place in terms of technology, or you can say marketing is only being held online only with such new and innovative methods that have been induced in this field of marketing which tend to accumulate and capture a better sense of the market and increases the reach towards the audience with the help of technology. The technology these days try to analyze the buying behavior pattern of the customers and then promote certain kind of products for a certain category of customers which is called selective marketing. A whole lot of search engines are acquired and introduced to just promote products to get onto a certain set of customers and reach a particular scale. Digital marketing is one of the most vast and emerging fields in marketing growing day by day and most widely used across the globe, the component of marketing that uses the internet and online based digital technologies such as desktop computers.

Other digital platforms to promote and sell their goods and services, due to digital marketing only companies can retain such a wide span of consumer. Digital marketing consists of E-Mail marketing, Social Media Marketing, Search Engine Optimization, Viral marketing and many more. As per the present time scenario digital marketing has turned into a necessity for all the companies including large and small-scale companies to promote their product and services better. As digital marketing has so many options and strategies associated within to strive creativity amongst users and also can experiment with a variety of marketing tactics and strategies on a budget. So, we can conclude by saying that marketing is the future and yet a bright one because of the advancement in the technology that's going on around the world and with time the trend of tradition marketing will be taken over by digital marketing due to its services and inelastic needs by the users.

The Group of Twenty - G20

By – Harmeet Singh Soni



The Group of Twenty, or G20, is the premier forum for international cooperation on the most important aspects of the international economic and financial agenda. It brings together the world's major advanced and emerging economies. The G20 comprises Argentina, Australia, Brazil, Canada, China, EU, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, UK, and USA. The G20 Countries together represent around 90% of global GDP, 80% of global trade, and two thirds of the world's population. The objectives of the G20 are a) Policy coordination between its members to achieve global economic stability, sustainable growth; b) To promote financial regulations that reduce risks and prevent future financial crises; and c) To create a new international financial architecture. Origin and Evolution the G20 was created in response to both to the financial crises that arose in several emerging economies in the 1990s and to a growing recognition that some of these countries were not adequately represented in global economic discussion and governance. In December 1999, the Finance Ministers, and Central Bank Governors of advanced and emerging countries of systemic importance met for the first time in Berlin, Germany, for an informal dialogue on key issues for global economic stability. Since then, Finance Ministers and Central Bank Governors have met annually. India hosted a meeting of G20 finance ministers and central bank governors in 2002. G20 was raised to the Summit level in 2008 to address the global financial and economic crisis of 2008.

Organizational Structure of G20 The G-20 operates without a permanent secretariat or staff. The chair rotates annually among the members and is selected from a different regional grouping of countries. The chair is part of a revolving three-member management group of pasts, present and future chairs referred to as the Troika. The current chair of the G-20 is

Mexico; the next Chair will be Russia. The preparatory process for the G20 Summit is conducted through the established Sherpa and Finance tracks that prepare and follow up on the issues and commitments adopted at the Summits. The Sherpas' Track focuses on non-economic and financial issues, such as development, anti-corruption, and food security, while addressing internal aspects such as procedural rules of the G20 process. The Sherpas carry out important planning, negotiation and implementation tasks continuously. The Finance Track focuses on economic and financial issues. The Sherpa and Finance tracks both rely on the technical and substantive work of a series of expert working groups. Additionally, the thematic agenda is developed through the organization of several Ministerial Meetings, such as the Joint Meeting of Finance and Development Ministers, and the Labor, Agriculture and Tourism Ministerial meetings.

DUBAI DIARIES 2022



PGDM (IB) at the Dubai Airport



Safari visit @ Dubai



International session in Dubai



Dr. Nupur Rao, Professor, JIMS Kalkaji with Students for Industrial Visit at Lootah Biofuels

AI In Marketing

By- Himani Ahuja

“The future of marketing isn't big data, its big understanding.”

Marketers must always be up to date with constantly changing marketing landscape. Getting across to today's consumer is a complex process that requires adjusting your efforts to emerging.



trends. Being first, or at least one of the first, gives a competitive advantage. Its 2022, pandemics changed a lot, and here's what we think about the future of marketing.

Future's customer will be smart enough to choose intentional needs. They will be the most formally educated generation ever, the most technology-supplied generation ever and globally the wealthiest generation ever. At the same time, consumers are more and more presented with proactive, AI-driven solutions in conversational interfaces which help, guide, remind, and present them with personalized solutions, or products. We're already seeing another emerging trend of voice assistants and voice interactions. Consumers discuss brands and products in social media, industry experts and news sites publish reviews, competitors post latest product updates. Online buzz is a source of business intelligence which already is out there, online. Media monitoring and analytics tools have a heap of analytical functions to help you make sense out of the data. It's the ultimate tool to understand what online buzz says about businesses, products, services, competitors, trends, and consumers.

Given the fact that more and more businesses, particularly during the pandemic, are moving towards Digitalization, media monitoring.

Artificial intelligence

The thing about AI in marketing is that its development is a natural course of action. It's not only because consumers expect more personalized and convenient experiences, but also because AI is the only and the most effective tool to gather information about customers.

If you want to stay up to date with AI in marketing, you should familiarize yourself with a term called ManTech. Martsch refers to the connection between marketing and technology. In the face of technological development, the role of marketers, apart from the creative one, will require the knowledge and command of tools



Influencer marketing is a key to Millennial world

More brands have started to appreciate the power of cooperation with influencers and more often engage opinion leaders in their campaigns and general marketing communication. They see the potential of such actions as they do bring measurable results.

This is how the marketing landscape looks like right now and probably in the next few months. However, don't get attached to it and take all these trends for granted. The marketing of tomorrow might be totally different than we can imagine.

Placement Highlights



Sonia Kochar
Wipro Blackstone
PGDM



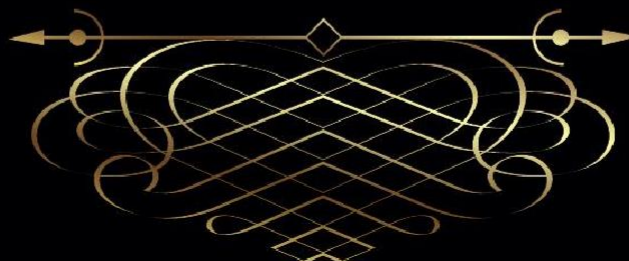
Shivam Rastogi
Regalo Kitchens
PGDM - (IB)



Sanjana
ICICI Bank
PGDM



Rakhi Rawat
Deloitte
PGDM



Advertising in Marketing

By- Tejaswini Pandey

Marketing, in the literal sense of the word, means the activity or process of promoting and selling products and services, advertising and getting potential customers interested in your product or service. However, the core concept emphasizes on attracting an audience to the company's product or



services, delivering standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales. Marketing is present at all levels of the organization.

The following article discusses and analyzes the future of marketing. Lately, many stories and studies have come up discussing and predicting attractive marketing technologies and various tactics will shape our future. Some of these tactics include voice search, micro-influencers, automation, and of course, the most anticipated technological development- the adoption and use of AI (Artificial Intelligence) in marketing practices. And while technology and marketing automation is available in abundance, using it is a matter of art. Access to new technology will not be a matter of concern, but the skills applied to use it will play a pivotal role. All these solutions and concepts sound good as a model.

However, we need to sense the future of marketing, assess the viability of these tactics, and predict upcoming challenges. Going about daily business and activities is going to be a huge battle for people involved in the marketing field since the business environment is evolving rapidly.

The idea of digital marketing has been shifting during the last few years dramatically. Over the last decade, there has been a significant increase in the usage of digital marketing tool.

Social media marketing, SEO (Search Engine Optimization), content marketing and marketing analytics. All these practices have gradually turned towards two essential goals- faster growth of the organization and a better ROI (return on investment). With the benefits of data tracking and metrics, companies have started centralizing departments as the “ROI factory”. Marketing activities are turning into execution-based tasks focusing on higher sales, rather than the creative side. Whether we like it or not, this fact is going to lead into the future and activities are going to be based on ROI metrics.

Another important factor that will influence marketing style is the future generation. The so-called “Generation Z” is sensitive to cheesy styles and unorthodox tactics. Marketers will have to shift into more authentic content and ideas to be able to attract a larger customer base. The influence of the internet and changes in behavior will also play a crucial role here. Since the new generation is known to be quirky with a constant change in their tastes, dealing with this shift is going to be a huge task.

To conclude, while the various upcoming trends are going to bring about a lot of innovation, the future of marketing is still yet to be figured out adequately. Deeper studies need to be conducted, so that we can prepare ourselves better for the ongoing evolution in terms of education, marketing skills, and the marketing industry.

International Trade Seminar



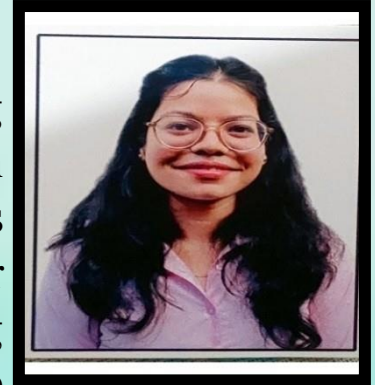
Dr. Gopika, Assistant Professor, JIMS, Kalkaji introducing the Guests on the dais



Dr. Anuj Verma, Director, JIMS Kalkaji felicitating Guest

Potential of the Indian Market

By- Drishika Aggarwal



The action or business of promoting and selling products or services, including market research and advertising is called marketing. Marketing is communicating the value of a product, service, or brand to customers, for the purpose of promoting or selling the product. Marketing satisfies the needs and wants through marketing.

analysis and exchange processes. Marketing plans art and applied science and making use of information technology. Technology and communication help business grows and prospers, creates relationships, strengthens the effectiveness of organizations. People who are skeptical about the future of advertising in India and predict its demise do not take into consideration that enterprises have a need to communicate with the public. Hence Advertising will continue to be a tool of communication. So, what forms will advertise take in the future? The answer to this question is that in India, despite the advent of the new media, traditional media will continue to have a large share, as the rural market is still untapped. And in urban market to the traditional media is still a popular means of communication. However, the urban market is also influenced by the new media. As the media through which advertising messages are conveyed evolve, it is important to stress that the fundamentals of effective communication simply need to be adapted to fit these new forms. Rather than dreary, the future of advertising is bright and unlimited. Marketing professionals are constantly seeking effective means to promote their brands. Advances in computer and communication technologies are opening immense opportunities for advertising people. The fact remains that the rural market in India has great potential, which is just waiting to be tapped. Progress has been made in this area by some, but there is a long way for marketers

to go to reap the maximum benefits.

As companies attempt to reach their consumers more effectively, database marketing, home shopping channels, infomercials, and electronic couponing are emerging as the new cost-effective way to deliver the message. These new channels of information distribution offer variety, convenience, flexibility, and customization. While traditional print and broadcast are becoming more customized too, they have not moved at the pace of these technologies.

Placement Highlights



Yashika Kantiwal
Yes Bank
PGDM



Tabish Khan
Mondelez
International
PGDM



Sanya Bajaj
Archer & Bull
PGDM



Karan Madaan
Cushman &
Wakefield
PGDM



Studying The Customer Behaviour

By- Mohd. Hisan Zaidi

The business environment is evolving rapidly by living another day it is going to be a battle for marketers because there are more attractive marketing technologies and tactics such as voice search, micro-influencers, automation, and of course AI (Artificial Intelligence). We need to sense the future of marketing and predict upcoming challenges.



The changes have been coming in different ways for almost last decade and these challenges are not going to settle down easily. In the coming years marketing future is going to be very important part more than any time before. We can observe the major shift in digital marketing, and we are resisting it slowly. There is a fact which is straightforward and simple “Management doesn’t care about how the digital marketing executes; it is all about the results”.

Marketers are only focused about the growth of the business, and we all know that business is getting competitive and aggressive towards growth. Yes, growth is the word that you hear day and night everywhere from big corporates to start-ups. Growth, growth, growth... An easy example to illustrate this concept for digital marketing is thinking about ads for food brands appearing on a recipe page of a website.

PHILIP KOTLER
ON
**The Future
of Marketing**

The future of marketing is more creative as creativity always pays off when it comes to marketing, if we move towards

more competitive landscape of contextual marketing, creativity will be king it is about the understanding the problem of the buyer and trying to solve it.

Marketing is also all about customer-centric, which means brands, are engaged in prioritizing their customer's needs over anything else. Brands use different techniques to analyze customer behaviors to not only offer outstanding customer experiences but also to drive the direction of the growth of their brand.





“

People often say that motivation
doesn't last. Well, neither does
bathing – that's why we recommend it
daily.

Zig Ziglar

”

EFFECT OF COVID ON MARKET

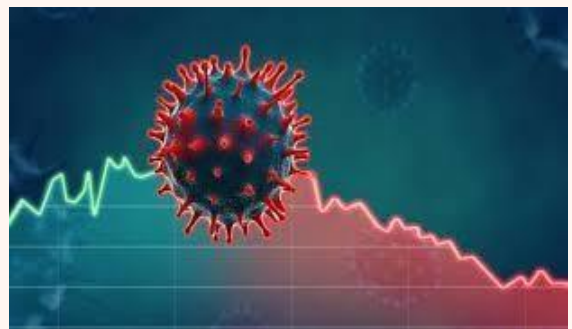
By- Muskan Agarwal

The future is uncertain, yet predictable to some extent. By analyzing present changes in trends and patterns of marketing, one can unravel what lies ahead. Technology advancements are having a significant impact on marketing, leading to the strengthening of client interactions and the ongoing growth of the service economy. The 4 Ps of the 1960s are becoming more and more obsolete as a result of artificial intelligence, big data, the Internet, and network growth.



The COVID-19 pandemic led to a digital transformation of the market as they were trying to adapt constantly with changing virtual and hybrid business landscape. Present generation is the daily consumer of digital content. With the growing trend, traditional marketing might be by gone. It's an advantage for marketers as digital marketing is fast and more economical.

Companies like Hub Spot and Sales force are developing Customer Relation Management software for management, communication, and marketing as they compete to rule the ManTech sector. Contextual marketing is getting the limelight. It is a form of targeted advertising based upon user information, such as recent web-browsing activity.



Previously, digital marketing just required expertise with the platform being used to display ads. It only required knowing what retargeting was, how to add a pixel or tracking code to a website, and how to set up an ad's settings. But now as we enter the privacy-conscious era, marketers will require

a better grasp of consumers' online research and decision-making processes. More than ever, marketing teams will be expected to comprehend the entire buyer's journey in order to create the appropriate content and strategically put it. They will need to have the knowledge of how to leverage the contextual marketing features on various platforms and make wise decisions regarding the placement of ads and content.

Additionally, contextual advertising calls on marketers to consider keyword categories rather than just synonyms. The buyer's journey must be better understood to recognize that someone interested in the newest handbag isn't only shopping for a 'purse', 'clutch', 'shoulder bag', or 'tote' rather, they're also interested in the 'latest fall fashion trends.' A thorough awareness of the social, financial, emotional, and intellectual demands of the buyer at particular phases is required by a marketer to conduct contextual marketing appropriately.

As the industry shifts from depending on algorithms towards a more competitive environment of contextual marketing, creativity will reign supreme. The focus of creative content is drifting from images and text to video and more immersive experiences. Facebook reported at SXSW 2022 that the platform's use of cutting-edge technology features including live shopping, product tagging, and immersive experiences increased by 200%.

The buyer's journey has undergone turmoil since the pandemic began, meaning more competition for attention as firms begin to engage more heavily in digital transformation. Thus, marketing must be more technology and data-driven, hyper-personalized, one-to-one, and real-time. The era of intrusive and irrelevant advertising will be over as marketing transmutes into customer endorsement.

Prestigious Corporate Collaboration @JIMS



**Dr. Amit Gupta, Chairman, JIMS with Mr. Vishesh Chandiok,
CEO, Grant Thornton Bharat**



**Dr. Amit Gupta, Chairman, JIMS Kalkaji with Partners, Grant
Thornton Bharat**

Marketing by 2030

By- Shruti Mankotia

“The future is already here; it just isn’t equally distributed.”

We look at 2030 as an opportunity it’s a really exciting time by to be in marketing. We are in an era where creativity, technology and data will become the foot hold of marketing culture.




To understand the value of commerce and how to do that well and provide frictionless experience for our consumers and for our people there needs to be a balance with human creativity and machine learning what makes great creativity looking forward is a mix of convergent thinking and divergent thinking.

Innovation and defining the future of connected customer experiences is in as about customer behavior media, technology and business strategies.

The startups who want to become fortune 500 companies and or non-profit organization have shaped and find new customers and modern brands.

So let me ask you questions, considering that we live in a world of infinite media and content is nowadays a new commodity, have you ever wondered as a marketer how to make content strong ?



Any medium that an individual interact with daily now, is empowered by artificial intelligence and what we call this is the post AI consumer.

Now, this is very critical, because we don't understand this, we won't understand the modern consumer demands because now every interaction they have is specifically for them by artificial intelligence and if you think about any digital medium that we utilize now, from email, all our email inboxes are filtered by artificial intelligence.

The background image is a photograph of a basketball court. In the center, there is a large, circular mural on the floor. The mural depicts several hands of different colors (red, yellow, green, blue) reaching up to hold a globe. Above the mural, a basketball hoop and backboard are visible. The court floor is dark and speckled. The entire image is framed by a thick grey border.

"Talent wins
games, but
teamwork and
intelligence win
championships."

Michael Jordan

The Age of Influence

By- Rahul Goel

The age of influence

The influence of Influencers has been predominant and on the rise for a while. With the ability to speak the same language as their audience and be directly relatable to their audience, the power of these influencers can't be overstated. 55% of generation Alpha wants to buy what their favorite influencers wear. If influencers become retailers themselves, that may result in even more competition for brands and would create its own set of challenges.



Given the rising influence of influencers, marketers will need to bolster their ability to identify and collaborate with the right influencers to get their message to their audience. Also, marketers will need to be savvy to ensure that reach and influence translate into the right customer action.

The rise of smartness


Different gadgets like Smart speakers or online applications which the old generation was less aware of and don't know how to use it. The new generation took him less than a week to figure out how to use it for everything. While we might still be a few years from IOT devices becoming main stream, it is safe to assume that smartdevices and digital assistants would be deeply ingrained in the life of the new generation. People want their smart assistants to anticipate their needs and wants, and buy almost anything at the right time, with little to no effort on their part! This would mean that the marketers may be marketing more too AI-enabled assistants, instead of actual humans, in the future.

Increasingly need to be hyper-personalized, one-to-one, real-time

and more technology, and data driven. The era of intrusive, meaningless, and irrelevant advertising will be over, and marketing may fully morph into customer advocacy. As a result, our job as marketers may be to look out for our customer's best interests, and as brands, be there in the moments that matter.

In summary

The future often seems more far-fetched than it actually is. To remain relevant in the future, we must pay attention to these trends and indications and prepare ourselves for the needs of tomorrow. That may start by understanding the thought patterns and preferences of children today, who will not only be the customers tomorrow but are already shaping our buying behavior. We already know that kids greatly influence a family's purchases.



**“It is often the small
steps, not the giant
leaps, that bring
about the most
lasting change.”**

HRM QUEEN ELIZABETH II

GH

Marketing be Human Centric

By- Divya Sharma

Throughout 2020 and 2021 the pandemic has brought countless challenges. But it's also created tons of opportunities, led to awesome innovations, accelerated technology trends, and led to a total transformation of the way brands and customers interact. The future of marketing may be Unpredictable, but one



thing's for sure: it won't be boring. We as humans have not changed much as we still use products as a symbol of social status. Our needs and preferences have changed, no doubt about that but a core motivator as humans hasn't changed much. Fogg a Stanford university professor and a behavioral specialist says there are three core motivators of humans irrespective of the development that has happened, we still have these three-core motivators number one pleasure and pain, and trying to avoid pain. The second motivator is that we seek hope and try to avoid fear, the third and very important is that we seek for social acceptance to avoid social rejection. So, in so many ways we still exhibit primitive behavior. Now we see the similarity between marketing and religion which was developed several hundred thousand years ago. Every religion has an identity, it is driven by a symbol, color code dress code and we can notice symbolism in every religion, they have some thought leadership. Every religion is organized around some communities and has platforms like temple churches and mosques where people who share the belief system come together. If you notice all the marketing strategies which we talk about, be it community development, content marketing, influencer marketing thought leadership you will find roots in religion.

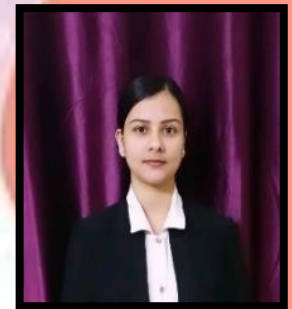
The whole idea is to see people not just as consumers of products.

The ones who try to find meaning in whatever they do. See the product from a cultural lens not just from the lens of features and benefits and from the lens of category because these brands and products are nothing but the tools that we use to send some signals. Steve jobs famously said we must start with the customer experience and walk backward toward technology; we cannot start with technology and try to figure out how to sell. That's a profound statement. Today we are overloaded with data and technology that we dreadfully lack meaningful human insights. So, we can summarize this by quoting a few points: Don't be customer centric. Don't be product centric. Don't be technology centric. Don't be media centric. Be human-centric! It takes care of everything.

A New era of Marketing

By- Neha Sharma

Marketing will increasingly need to be hyper-personalized, one-to-one, real time and more technology and data driven. The era of intrusive, meaningless, and irrelevant advertising will be over, and marketing may fully morph into customer advocacy.



What is the future of marketing and what are the top digital marketing trends in 2022?

I have been reading several stories and predications which outline few sexy and attractive marketing technologies and tactics such as voice search, micro-influencers, automation, and of course AI.

Wonderful, but this all just trendy news we have been collecting for years now. We need to sense the future of marketing and predict upcoming challenges. Living another day is going to be a battle for marketers since the business environment is evolving rapidly.

Where we stand now? Most marketers are not considered yet about the future of marketing. According to the most recent figures of 2021, the CMO survey indicated that most marketing leaders are more focused on managing the present.

As far as we are concern about future market, we need to understand the reasons why we need a digital marketing strategy 2022-23

- You don't have a powerful online value proposition.

As part of defining the scope of opportunity when using a strategic approach to digital marketing, it's helpful to think about how digital experiences can improve your brand appeal. This involves improving online services, interactive tools, and digital audience interactions to improve customer service. A clearly defined digital.

value proposition tailored to your different target customer personas will help you differentiate your online service encouraging existing and new customers to engage initially and stay loyal.

Transform your marketing strategy and accelerate your results today with Smart Insights. So, the good news is that there are powerful reasons for creating a digital strategy and transforming your marketing, which you can use to persuade your colleagues and clients. If you're looking to integrate your marketing strategy, Smart Insights membership is a no-brainer. We have options to suit small and large businesses, plus consultants, agencies, and individuals, so you can enhance your skills and grow your business.

Apply the RACE Framework to your marketing strategy today to see your results rocket. Our tried-and-tested marketing structure has been proven to boost growth for businesses investing in digital marketing to reach their goals. If you have any questions about membership, or just want to find out more about what's on offer, why not book a consultation?

Don't forget, Smart Insights members can use our digital benchmarking tools to track your progress from initial to optimize. You can identify where you need to improve by downloading free benchmarking templates like this for different digital activities as part of free membership.



A SMOOTH
sea

NEVER
MADE A
SKILLFULL
SAILOR

Public Relations & Marketing

By- Sahil Vashist

Marketing is one of the areas of business operations where it is widely predicted that artificial intelligence (AI) will drive enormous change. Infact, a McKinsey study found that, along with sales, it is the single business function where it will have the most financial impact. This means that if you're a marketer and you're not using AI, you're missing out on the benefits of what is possibly the most transformational technology.



Though, the chances that there are people out there doing marketing today and not using AI in any shape or form is somewhat unlikely. This is simply because there are so many tools with AI features that we are used to using without even thinking about it. The most frequently used social and search engine advertising solutions, email marketing platforms, e-commerce solutions, and tools designed to assist with content creation all provide functionality that taps into what we refer to as “AI” in business today. To be clear, this isn't what we think of as “general” AI – machines that have the capability to think and communicate like us and turn their hands to just about any task. In business today (and in marketing in particular), AI refers to software that helps us to carry out one job – such as identifying where to place advertising to maximize efficiency or how to personalize an email to increase the likelihood of receiving a reply – and get better and better as it is exposed to more data.

However, it's my experience that, while there may be many tools out there and most marketers are increasingly comfortable with using them on a day-to-day basis, it's often done in an ad-hoc manner. Many marketing departments still lack a coordinated.

Strategy-focused approach to implementing bigger projects. Just as importantly, many are lagging when it comes to fostering an AI-friendly, data-first culture as well as developing competencies and up skilling to meet the skills demand.

Facebook and Google are the biggest online advertising platforms, and they both offer tools that work by combining audience segmentation with predictive analytics. Segmentation splits customers into groups according to characteristics – gender, age, income level, interests, for example, and potentially infinity of others. Predictive analytics works out which of these groups a particular product or service is most likely to appeal to. Facebook, Google, and all the other platforms that offer advertising functions then allow businesses to target thousands of potential customers with multiple different versions of advertising materials to measure and assess their effectiveness. With traditional methods of advertising such as television, newspapers, and magazines, it's very difficult to attribute sales growth to advertising content, placement, or external factors. AI-driven advertising tools and platforms make this a doddle – but are most effective when used as part of a coordinated AI marketing strategy, taking in the other areas of marketing covered here!

Public Relations

Public relations used to focus on the challenge of getting coverage of products and services into mainstream and specialist media publications. In today's online world, the media landscape has exploded, offering opportunities to promote brands directly through social media as well as via influencers and third-party content creators, sponsored and unsponsored.

The Consumer is the King

By- Sujata Shukla

Big understanding will rule marketing in the future, not big data.

From the Stone Age to the post-modern digital era, our civilization has undergone a tremendous evolution in human history. The world of marketing is no different. Marketing has seen a dramatic transformation in the past few decades. Earlier the mantra of marketing was - “the consumer is king!” Marketers identify consumers’ needs and fill them. But now it is not confined only to product.



satisfaction. It has wider responsibility such as social, economic and, Environmental, etc. It means organizations to develop strategies that positively impact the customer’s well-being and environment.

Earlier, one-to-many-model was used in marketing but now marketers must use one to one model to sustain and survive in the future. It will be hyper-personalized, real time, more technological and data driven. Technology has grown substantially. If companies need to survive, they must define their marketing strategies accordingly. Technology has transformed marketing by making campaigns more personalized, creative, and immersive for customers and creating an ecosystem that suits well to marketers. As technological revolution has taken place, it is very well predicted that Artificial Intelligence (AI) will drive enormous change in the field of marketing.

Analytical minds, marketers must always up to date with constantly changing marketing landscape. The expectations of consumers are rising day by day. They want 24x7 interactions with the brands. With these various developments take place such as social media marketing, digital marketing, Chabots and other creative marketing technologies, organizations were able to meet their demands.

Today, marketing is not only to increase numbers rather it is thought in numbers, giving more and more time on internet, understanding the importance of technology. In the famous adage “with great power comes great responsibility” in the same sense if marketers have more engagement in AI, more data will be possible.

Virtual platforms have created a great platform for companies to exploit the various opportunities. Various big brands like Coca-Cola, Samsung and many more have already exploit advertising on this new platform. Coca cola launched a limited-edition drink inside the Meta verse and Samsung created a treasure hunt on the platform where users played to win a galaxy s22. Both AR and VR open a world of marketing opportunities for a variety of brands.

Therefore, for marketers around the world, future proofing success is complex with rapid pace of transformation taking place. But preparation, and being willing to look outside the box, can be the solution marketers needed.



Global Recession 2023

By- Ananya Bansal

WILL IN 2023 GLOBAL RECESSION happen?

As the world, is growing and developing, numerous heads are also being. From Russia and Ukraine wars to inflation in numerous countries, the profitable threat has risen sprucely. Now, there's a vaticinator of the global recession in 2023 by numerous economists, which will decelerate down profitable growth.



As central banks around the world contemporaneously raise interest rates in response to affectation, the world may be headed for a global recession in 2023 and a series of fiscal heads in arising requests and developing husbandry that would bring them, according to a comprehensive new study by the World Bank.

Central banks around the world are raising interest rates this time with a degree of synchronicity not seen in five decades- a trend likely to continue coming time, according to the report. still, the presently anticipated line of interest rate hikes and other policy measures may not be enough to bring global affectation back to- pandemic situations. Investors anticipate central banks to raise global policy rates to nearly 4 percent by 2023, over further than 2 chance points from 2021 normal.

Barring Force dislocations and labor request pressures, these interest rate hikes could leave global core affectation (banning energy) at around 5 percent in 2023 — nearly double the five-time normal before the epidemic, the study said. To reduce global affectation to a position harmonious with their targets, centralbanks may need to raise interest rates by another 2 chance points, according to the report.



We may or may not enter arecession coming time. But there is no detriment in being prepared. The worst that could be is that you end up with a robust exigency fund and a candescent new resume.

FRESHER'S PARTY



**Dr. Mukul Mishra, Associate Professor, JIMS Kalkaji,
awarding Ms. Apsara Aggarwal (PGDM-IB) as Miss Show
stopper**



**Dr. Anju Shukla, Assistant Professor, JIMS Kalkaji, with Mr. and
Ms. Freshers**



Always Remember to Enjoy



Coming Together is Beginning

Everything personalized for everyone

By- Prerna Naliwal

In today's world when innovation is happening at a rapid pace, marketing is facing a pivotal moment. The consumers have a very sophisticated relationship with the brands, their products, and their digital content. They don't buy what companies offer at face value; instead, they evaluate their behavior across multiple platforms, and they have a deep understanding of the trade-offs they face. Nowadays marketing is not merely about marketers' production and promotion and customers' consumption, but also about customization of products according to a consumer's demands. **'Everything personalized for everyone'** is the mantra that will shape the future of marketing. Marketers are also learning from their customers and are continuously changing their strategies to serve their customers' expectations. Meanwhile, other marketers are playing catch-up ever since their competitors have introduced innovative ways to keep up with the consumers' demands. Many are still out of touch with consumers' feedback and demands and the strategies for the coming age of personalization and they still must understand how to retain consumers from gen Z and attract the upcoming generations.



This article offers few important points that help marketers better understand their customers' needs.

Artificial Intelligence and machine learning have been at the top of marketing trend from a long time now and has captured vast areas of our lives. Search Engine Optimization is majorly impacted by AI in expanding brands reach to the audience through keywords and increasing their ranks online. 72% population prefers to use voice recognition today and people are talking to TV remotes, cars, and

chatbots like Alexa, Cortana, and Siri. Brands that want to gain new customers need make sure that they are found on Google. Contextual marketing is an important factor impacted by AI. As soon as a person searches for a product he is shown similar suggestions for the same and related products on various other platforms as well. Marketers are getting more reliant on AI enabled assistants in the future than humans.

Creativity is the king of marketing. Video marketing is appreciated by the consumers as it gives in depth insight about the products and services. Marketers are leaning on micro-influencers for the promotion of their products simply to gain reach of audience.

Personalization is increasing as per demands especially with gen Z. Every generation is different and gen Z is more action oriented. They channelize their disappointment through negative reviews and boycotting the brands. It is important for marketers to know gen Z to satisfy their needs as per their expectations.

Nowadays consumers are very strict about their privacy and their data. Companies even though having intentions of welfare sometimes lack the sense of privacy. Brands using third party data like cookies are more likely to fall a victim of privacy invasion in customer records. Most marketers are phasing out cookies and are giving more control to the customers over their data. This will help brands build trust and maintain transparency with customers and encourage people to share their data willingly without it being creepy.

As far as the future of marketing is concerned, we are not sure what's to come but the above points can help the marketers to survive the uncertainty.

Modern Era of Marketing

By- Mohit Kumar



Marketing is The Process of getting customers interested in your product or service and making them meet the product.

As the era gets wings and continuously evolves marketing is going hand in hand and the process is getting fancier. Now to attract more customers marketers need to know modern techniques such as digital marketing, block chain, Inbound marketing, Offline marketing, etc. it's not that changes make traditional techniques outdated, they are all still implemented but in a different way. At the Initial stage, there are only 4 p's of marketing but then research happens, and soon get added 3 more p's in that but as the phase is transforming soon, they will be taken over by different sets of elements like Engagement, Enhancement, Experience, Exclusive, and Emotional. As the market is customer-oriented and the customer is getting more aware of when he is spending money that makes him think and rethink before any purchasing decision.

He is more in new elements like engagement as the demand he is making is of only products that make him engaged with the product.

So marketers need to market or restructure their products in a way that makes engagement not only also timely enhance the version of their product like 2.0 and all so that all will make a customer engage with the company like Apple Inc. It must not be restricted to sales only after-sales services makes a great impact on company sales and market capture.

As people are more focused on something out of contest means the

product must be designed for them customized and exclusive so as that make them recognized.

AI has also brought an unthinkable change making things more stabilized it senses the pattern of preferences of the customer and suggests products according to their taste.

Future of Marketing will be more in digital rather than physical promotions.

ALUMNI MEET 2022



**Dr. Amit Gupta, Chairman, JIMS and
Dr. Anuj Verma, Director, JIMS Kalkaji with Alumni**



**Dr. Amit Gupta, Chairman, JIMS and Dr. Anuj Verma,
Director, JIMS Kalkaji, giving Alumni of the Year Award**



Faculty of JIMS Kalkaji with Alumni



Fun Activities at Alumni Meet

Transparency- The Dictator of Future Marketing

By- Chhayansh Dhingra

Nowadays, consumers are looking for more involvement from brands. This shift will continue with customers becoming more demanding in their expectation of transparency. Genuine brands – the ones that acquit themselves well and create real value.



for the customers will be recognized. This means brands that still haven't made their customer business transparent are headed to a future of doom.

It's no surprise, then, that investing in this marketing channel is undertaken with some fear. Not all the marketers are able to run successful campaigns, and some are simply not willing to be transparent about where the costs go. For example, you may not know how much you spent on an actual ad spend in Google versus what you paid the agency you're working with to manage the campaign.

The affliction on a marketer to come up with value on every penny spent has never been celebrated, but the complexity of digital has always made the comprehension of this tough to unpick. The causes of a murky supply path range from intentional bad actors to unintentional by products thanks to the layers of complicity in the industry. But can strategies and technology, such as supply path optimization (SPO) help?

First and foremost, your primary worry should be spending more than you should to get fewer clients. Beyond that, there are ranges.

in costs related to web development; paid advertising spends managed chat, and much more. When these costs are not broken down for you in a way that you can understand, you are likely spending much of your budget on something that we'll call the "black box," which is to say, "The agency's profit margin."

Glance on your invoices and examine them to the initial proposal you received from the company. Review and ask yourself these questions:

Do the charges add up?

Is it clear what services you are paying for? Etc.

The target of many players in the digital industry is to reach a fully transparent supply path but there are questions around whether full transparency is actually attainable.

It is certainly time to explore new solutions that help brands to do auditing better, faster, and in a more automated manner. As a result, standards from auditing are something that will be more common. It might not completely solve the issue, which might still be there, but at least give us better transparency on what is being spent and what we getting in return for our media.

If you've taken the time to go through all of this, then clearly you recognize the worth of transparency in a relationship with a marketing firm. Transparency is not just important for business-to-business relationships; it's a trait that is admired by your clients as well. In the future, we look for to provide more information about some of the systems we have created, in concert with the lawyers we work with, to help them maintain a greater level of transparency and increased, scalable communication with their clients.

Marketing & Technology

By- Amit Aggarwal

The future of marketing is about technology.

The nature of marketing is changing rapidly. Today, most of the consumers expect the sublime experience with a top-notch customer service. Earlier the mantra of marketing was - “the consumer is king!”. Marketers nowadays find the need of the consumers and try to fill them. But now it is not confined only to product satisfaction. It has wider responsibility such as social, economic and, Environmental, etc. It means. Organizations to develop strategies that positively impact the customer’s well-being and environment.



While many principles of marketing remain the same each year, the tools businesses use to achieve marketing success vary greatly over time. Earlier, one to many models was used in marketing but now marketers must use one to one model to sustain and survive in the future. It will be hyper-personalized, real time, more technological and data driven. Technology has grown substantially. If companies need to survive, they must define their marketing strategies accordingly. Technology has transformed marketing by making campaigns more personalized, creative, and immersive for customers and creating an ecosystem that suits well to marketers. As technological revolution has taken place, it is very well predicted that Artificial Intelligence (AI) will drive enormous change in the field of marketing. Apart from having creative and analytical minds, marketers must always up to date with constantly changing marketing landscape. The expectations of the consumers are rising with no end in the sight.

Organizations have to explore new ways to interact with their customers, to win in today's market. For example, by using better designing skills there are more chances of app being more engaging for customers. It is very important to create the insightful content that speak to your customer, redesign the loyalty programs to provide the real value and define & deliver real-time customer activation through actionable data insights and the intelligent technologies.

Creating a virtual platform that can be accessed by anybody opens a huge door for companies and brands to market their products and services. It's important to understand the implications of the metaverse and how it will change the way we create and distribute content. VR and AR are already being used in marketing campaigns, and we all need to be prepared to create immersive experiences that are going to change the way brands connect with customers. With IOT, marketers can gather data and create the personalized customer experiences. Finally, marketing automation is going to allow brands to create and serve personalized content across all the customer touch points.

SPORTS DAY 2022



Sports Day were celebrated by Students with Faculty



#Table Tennis



#Cricket



#BasketBall

Customer Expectations

By- Keshav Kumar

Customer expectations, according to 84% of marketers, are altering their digital strategy.

Digital transformation is no longer simply a trendy term; it is now a reality for marketing businesses all around the world.



In our most recent State of Marketing report, eighty-four percent of marketers acknowledged that changing consumer expectations are affecting their digital tactics. They also said that as the shift progresses, their duties have grown more crucial. Of the marketers polled, 77% believe their efforts now add more value than they did a year ago.

With insights from more than 8,200 respondents in 37 countries, this year's State of Marketing report, now in its seventh edition, is our largest-ever pulse check on global marketing trends. This poll, which is representative of all marketing positions from event marketer to CMO, explores what has motivated and confounded marketers over the past year and what they anticipate for the future. Working remotely, for instance, is a reality now. 82 percent of marketers claim that their organization has adopted new policies regarding remote work. Despite the difficult obstacles of the last year, marketers have developed creative connections with their clients and with one another. Yet 69% of marketers still believe that teamwork is more difficult now than it was before the pandemic. As we go from one year of transformation into the next, how are marketers coping with our new reality?

1. Collaboration is now a top priority and challenge.

Innovation and real-time client engagement are two perennial marketing aims and problems. What's new to the list gives a clear

picture of what marketers are enthusiastic about—and worried about.

2. Innovation and resilience help marketers deliver on customer demands in digital.

In comparison to 42% before the pandemic, 60% of consumer interactions with businesses now take place online.

Marketers are leaning in, despite the fact that pursuing digital innovation can be intimidating due to the overwhelming number of new channels and technology in the market. Even digital media that we may have recently labeled as "developing," like podcasts and streaming (OTT) advertisements are now being widely used.

3. More data doesn't mean better data or smarter data decisions.

By 2022, marketers expect to employ, on average, 75% more data sources than they used in 2020. Only 33% of marketers, however, are wholly pleased with their capacity to leverage data to provide more pertinent client experiences.

4. Account-based marketing soars — with caveats

According to the State of Marketing report from last year, account-based marketing (ABM) initiatives have become increasingly well-liked. Account-based marketing accounted for an average of 16% of B2B and B2B2C marketing spending this year, while 79% of B2B marketers reported using an ABM platform. Particularly during the pandemic-era shift to digital-first B2B marketing, an agency that ABM programmers address, B2B customers want the same level of empathy and personalization that B2C consumers have been accustomed to.

5. Marketers need relevant training to prepare for the future.

The two major ways to increase a marketing team's skill set are by hiring new people to fill in knowledge gaps and retraining or upskilling existing employees to stay up with the speed of change.



Meeting Needs Profitably

By- Vishal Chaudhary

Marketing is about identifying and meeting human and social needs or we can say “meeting needs profitably”. Marketing is a creative process to encourage customers towards them and satisfy their utility and helps in growth of the organization. Apart from being creative analytical minds, a marketer or a firm should be up to date with constantly changing marketing landscape.



When Covid 19 pandemic arrives in 2020 it's changed the working style of the world. All things comes online whether you buy or sell you must do it online. Offline sellers suffered a lot during pandemic, so they also decided to come online. We all know that Digital marketing has a future in Indian marketing, but the pandemic makes it possible. As we know our future generation will be more educated and technically forward as compared to us. They want fast service in less time and these offline marketing doesn't be able to satisfy their utility, so the future will be more virtual rather than these face-to-face trading. A marketer who sells their product in the market also needs to learn technical skills, so he/she are comfortable to handle their both offline and online costumers. As per the future market point of view we already took our first step in market which is called Digital Marketing for example like advertising our product in different social media platforms Instagram, YouTube and many other platforms which attracts customer to open that product website and get to know more about that product. Customers don't buy only products; they buy experience and emotions. Firm also need to be updated about the term called Martsch.

Marketing and technology. Customers have so many options that if a brand disappeared from the market so the customer will shift to the other brand without any problem because of the close substitute option they have. So, in future we'll see that marketing is more hyper-personalized, one-to-one, real time and more technological and data driven.

Future of Marketing

By- Charu Singh

Consumer expectations are higher than ever before—and that means everyone is upping their game. The future of marketing is all about delivering relevant, useful, and assistive experiences. The playbook, however, is still being written. Brands need insights and technology to build for today's consumer. That's why we at



Google are pushing advancements in technology and machine learning, helping marketers to improve their understanding of the consumer journey. Consumers have hundreds of touch points on their path to purchase and marketers need to figure out what resonates—and what doesn't. We're introducing new tools and innovations to make attribution; store visits measurements, and programmatic buying easier and more effective.

Five key trends that will drive the future.

1. AI-first approach.
2. The rise of voice marketing.
3. Virtual Reality will make a big impact.
4. Data will drive key marketing decisions.
5. Block chain's potential will be explored.

The Future of Digital Marketing

Digital marketing and its importance will only continue to grow as more businesses move or expand their operations online. The Gaming industry is particularly competitive, pushing the limits of innovation, marketing, rewards, and bonus systems in order to gain and maintain a larger share of the market. A prime example

6 Reasons why **Digital Marketing is the Future**

- Cost Efficient
- Broadcast your Business
- Better Conversion Rate
- Monitor & Measure
- Target Specific Audience
- Endorsed by Followers

Is gentling Casino's innovative approach to digital marketing, which has seen them evolve and adapt to accommodate the increasing importance of the cyber world heading into the future.

Scope of Financial Management

By- Diksha Sharma

Finance is the soul and blood of any business, and no firm can survive without finance. It concerns itself with the management of monetary affairs of the firm—how money can be raised on the best terms available and how the procured money can be devoted to the best uses. Hence the nature of finance relates to the process of arrangement and application of funds.



Financial management in a company is governed by the principle that it must protect the financial interests of the investors, shareholders, and ensure business growth. Apart from securing their interests, financial managers are also expected to ensure greater ROI that generates more wealth for all shareholders. There are certain objectives of financial management which are universally accepted by experts and business leaders, and these clearly outline the financial management scope and functions.

At its core, financial management is the practice of making a business plan and then ensuring all departments stay on track. Solid financial management enables the CFO or VP of finance to provide data that supports creation of a long-range vision, informs decisions on where to invest, and yields insights on how to fund those investments, liquidity, profitability, cash runway and more.

Financial management is that managerial activity which is concerned with planning and controlling of the firm's financial

resources. In other words it is concerned with acquiring, financing and managing assets to accomplish the overall goal of a business enterprise (mainly to maximize the shareholder's wealth). In today's world where positive cash flow is more important than book profit, Financial Management can also be defined as planning for the future of a business enterprise to ensure a positive cash flow. Some experts also refer to financial management as the science of money management.

Financial Management cannot be over-emphasized. It is, indeed, the key to successful business operations. Without proper administration of finance, no business enterprise can reach at its full potentials for growth and success. Money is to an enterprise, what oil is to an engine.

Financial management is all about planning investment, funding the investment, monitoring expenses against budget and managing gains from the investments.

Financial management means management of all matters related to an organization's finances.

The scope of financial management has undergone changes over the years. Until the middle of this century, its scope was limited to procurement of funds under major events in the life of the enterprise such as promotion, expansion, merger, etc. In the modern times, the financial management includes besides procurement of funds, the three different kinds of decisions as well namely investment, financing and dividend. The finance manager, in a bid to maximize shareholders' wealth, should strive to maximize returns in relation to the given risk; he should seek courses of actions that avoid unnecessary risks. To ensure maximum return, funds flowing in and out of the firm should be constantly monitored to assure that they are safeguarded and properly utilized.

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**What you do makes
a difference, and you
have to decide what
kind of difference
you want to make.**

Jane Goodall

STUDENT EDITOR



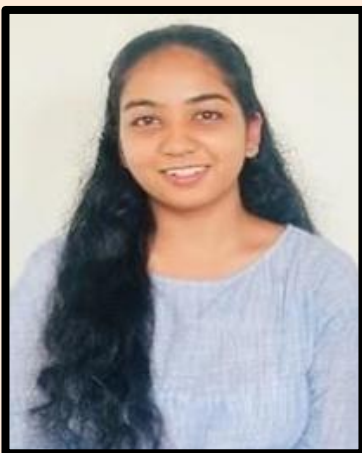
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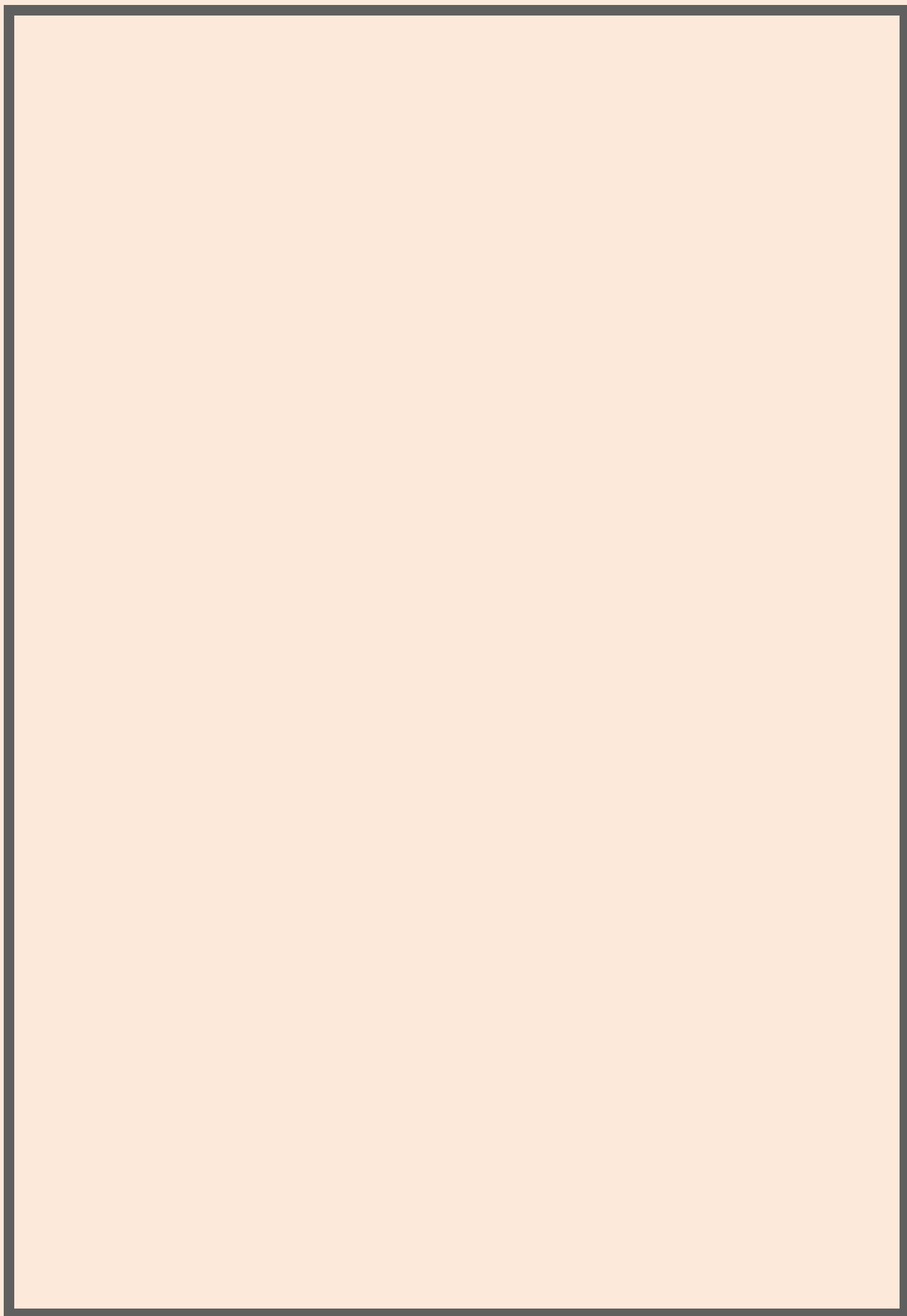
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