**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**

 **Guest Lecture-cum-Seminar**

 **“Recent Trends in Marketing”**

**September 16, 2022**

Under the aegis of **‘Interface with Professors of Practice’,** Mr. V G Gupta, Ex-General Manager, HAL had his dialogue with Second Semester MBA Students on this topic. The introductory note was focused on importance of knowledge acquisition by the budding Managers. Sri Gupta started his session saying “whatever you be, be a human”. Everyone will be facing one or other problems in reality but that should not be making you serious, be happy and enjoy your days; the connotation of success by **Mark Sanborn**: “Your success in life isn’t based on your ability to simply change. It is based on your ability to change faster than your Competition, Customers and Business’’. The session was fully interactive session and students did ask questions related to performance of many companies in Indian Car, Mobile Market etc. as to how their performance in different years and how new companies have even tried and out beaten some of the old companies with their innovative market strategies. The most valuable brands in India and the strongest brands in India like Taj is performing the best in market from many years, likewise no one can predict which brand will trend in next upcoming year.

Gupta spoke about the difference between Sales and Marketing: Sales is converting viewership / leads into profit, its transaction, it is to monetize while marketing is building awareness / familiarization of brands, products, services and the organization to potential customers. The marketer has to understand at what stage one should enter the market. In the context of Business-Consumer relationship, present day organizations are following a strategy of everything right: like right goods at the right time and right product at right hands thus managing the customers effectively by identifying them, attracting, retaining and developing/nurturing them. One should understand the consumer buying behavior through segmenting, targeting and positioning marketing which benefit the organizations in better profit.

Things change fast now-a-days and the home has become ‘New Command Central’ because of advanced technology and i-phones and everything is now possible at the tip of the finger; today e- services new service platforms, conversational marketing, experiential marketing through different big show rooms, display van experience, high personalized marketing, influencer marketing, digital transformation, new social media trends, artificial intelligence, direct mail, dark store, on call, dunzo daily, hyper local delivery –which’s all making marketing successful. Gupta’s dialogue ended saying “Change is the law of life and those looking for the change have a better future” and students were happy with the interface up-skilling themselves about recent trends in marketing.

 



