Title: National webinar on “Marketing in the times of COVID 19-Do’s and Don’ts”

Number of Faculties Coordinating: 02

Name of the Faculty/s Assigned and Designation:
- Dr. Anukool Manish Hyde (Co-ordinator)
- Prof. Prayatna Jain (Co-coordinator)

Duration (DD/MM/YYYY):
- From Date: 11/06/2020
- To Date: 11/06/2020
- Total No. of Days: 01

Whether On Campus/Off Campus (Please Mention): Webinar (Speaker- Mr. SiddharthDhoot, Business Manager at Triquetrus Essentials Pvt. Ltd., Mumbai)

No. of Participants:
- Top Level Managers
- Mid Level Managers
- Lower Level Managers
- Professors: 01
- Associate Professors: 02
- Assistant Professors: 03
- Students: 147

Total Income (if any): Rs. _______ nil_____
Total Expenses (if any): Rs. ___nil__________

Description of the Activity: Mr. Dhoot talked on the current issues in marketing and specially concentrated on the COVID scenario and marketing strategies of various companies. He discussed that digital marketing will be the most focused marketing strategy in the Covid period all around the world. He concentrated the way companies are now a days advertising through digital medium to reach the customers and some of the companies also started home delivery of the products that too with contactless means.

He took the examples of Amul, Cadbury, bewkoof.com and other firms which tried to attract the customers.
through social media channels, TV advertisements and official websites. These companies already having their presence on Facebook and Twitter and companies like Amul every hour presented live videos of various recipes to reach its customers.

Also, he spoke about the essential products’ advertising rather than regular products’ advertising. Major focus of the companies would be the most needed products and that’s why companies main focus has been on the cleaning products and materials.

More than 150 people attended the session and in session of questions and answers, mostly questions were related with digital marketing. Students were quite conscious for their job opportunities and asked related questions of hiring patterns after Covid.