

Prestige Institute of Management and Research, Indore

Data Requisition sheet

Type of Activity Organized (Please tick)	1) Management Development Program 2) Faculty Development Program 3) Student Training Program/Certifications 4) Consultancy 5) Co-Curricular Activity- Yes 6) Extra Curricular Activity		
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. Siddharth Dhoot, 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 _____	
Total Income in Words nil		Total Income in Words 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 recipe 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.

Space for Photographs:



Marketing in the times of COVID 19 (and after)

SIDDHARTH DHOOT

zoom

