

**INSTITUTE OF MANAGEMENT STUDIES GHAZIABAD
(University Courses Campus)**

School of Management

Report of Alumni Talk Session

Event Name: Alumni Talk Session on “Marketing Mix”	Date/Day: 17th March 2023/ Friday
Guest Name: Mr. Shantam Tyagi	Designation/Organization: Area Sales Manager (Western U.P.) Kotak Mahindra Prime.
Topic: “Marketing Mix - 4P’s of Reebok”	Scheduled Timing: 11:30 AM - 12:30 PM
Number of Students: 324	Venue: AUDITORIUM, IMS GHAZIABAD UNIVERSITY COURSES CAMPUS
Budget Approved:	Total Expenditure:

Summary of the event-

School of Management, IMS Ghaziabad University Courses Campus has organized an Alumni Talk Session entitled “Marketing Mix” on March 17th, 2023 at IMS Ghaziabad University Courses Campus Auditorium. The resource person of the lecture was **Mr. Shantam Tyagi, Area Sales Manager (Western U.P.) Kotak Mahindra Prime.**

At the beginning, the guest was honored by Prof. (Dr.) Pooja Rastogi HOD School of Management, with a sapling and momentum. The students were then addressed by the HOD, where she did give the students a brief introduction of the alumni. **Mr. Shantam Tyagi** is a proud alumnus of BBA Batch 2013-2016 a dynamic and versatile professional with rich experience in the field of Sales & Marketing.

Through his lecture, he briefed about students in developing a basic understanding of the *4P’s of Marketing*, which helps them to understand the concept of marketing mix. Through the first activity, he explained the concept of Marketing with the example of Selling of Painting. After that, he also explained the *4P’s of Reebok* which are Product, Price, Place, and Promotion, in which he taught us something new about Reebok’s marketing mix and presence. He also made students understand the basic structure of market and importance of brand promotion with the help of presentation, and the importance of good influencing skills through which The final of the 4P’s approach brings the marketing mix to a close. Reebok is a hugely successful corporation that has nailed both product quality and diversity. The pricing is reasonable and tailored to the demographic and industry it serves. Because of the company’s many decades of

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experience, it has a respectable geographic reach. This session helped the students to be a part of this extraordinary learning experience and enhance their knowledge.

At last, Dr. Shivani Dixit concluded the session with a vote of thanks and memorable photographs.

Learning Outcome:

- Define the basic marketing concepts and principles.
- Define marketing mix concept.
- Define the developments in marketing process and locate various companies in the process.
- Analyse the consumer and industrial market.
- Define the characteristics of consumer and industrial markets.



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Name & Sign of Faculty



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