

## Charter – Marketing Department

### SEM III

#### Purpose:

To coordinate the working of the Marketing department and plan out the activities, so as to improve the marketing knowledge of the students.

#### Committee member:

Course Coordinator – Dr. Seema Unnikrishnan.

Marketing Course Coordinator – Prof. Deepa Bobade .

Members –Prof.Jameel Pathan, Prof. Reshma Ghorpade & Prof Payal Sanan.

#### Meetings:

Marketing department shall conduct at least two meetings in a month with a specific agenda related to the new idea implementation for the full semester & events having value add and importance.

#### Responsibilities:

1. To mentor/guide the students.
2. To coordinate the functioning of Marketing department.
3. To organize activities/events related to Marketing for the betterment of the students.
4. To organize seminars/guest lecturers for students from time to time.

#### Activities planned in this semester:

<b>Sr.No</b>	<b>Details</b>	<b>Resource Person</b>	<b>Date (Tentative)</b>
1	<b>Orientation</b> for Sem- III and expectations from students.	Marketing Dept	05.07.2018
2	<b>Subject Knowledge Test</b>	Marketing Dept	16.07.2018
3	<b>Reading/updating</b> the news and the latest updates on business and market news (Digital Media) -	Prof Jameel P, Prof Payal S, Prof Reshma G & Prof Deepa B	Daily
4	<b>Workshop/Seminar –</b> Eye trackers/Experiential Marketing/Any other with required skill sets.	Industry Representatives and all the Marketing Faculty.	23.07.2018 onwards
5	<b>A regular library</b> and online study session.	Prof Jameel P, Prof Payal S, Prof Reshma G & Prof Deepa B	1.08.18 onwards

6	<b>Certification-</b> Add on Certification courses in Marketing . For eg- On Social psychology/Any other.	Prof Jameel P, Prof Payal S, Prof Reshma G & Prof Deepa B.	30.07.2018 onwards
7	<b>Activities-</b> A] Marketing Club. B] Consumer Behavioural Lab. C] Webinar. D] Business Simulation. E] A Corporate connect by interviewing Industry people- A Field study.	All Marketing faculty	Mid Aug till Oct.
8	<b>Live Projects-</b> A] Neuro Marketing. B] Product Mix depending on Company's. C] Sales distribution. D] Influencer Marketing.	All Marketing faculty	Last week of Sept.
9	<b>Competition- Collage making.</b> Collecting information about the given Companies.	Prof Jameel P, Prof Payal S, Prof Reshma G & Prof Deepa B	Aug-Sep
10	<b>Quiz participation-</b> on all the marketing topics.	Prof Jameel P, Prof Payal S, Prof Reshma G & Prof Deepa B.	Sep-Oct
11	<b>Outdoor Visit</b> –which will give a good learning and exposure.	Prof Jameel P, Prof Payal S, Prof Reshma G & Prof Deepa B.	October