



St. Wilfred's College for Girls

(Affiliated to University of Rajasthan)

Report: Short Term Training Programme on Marketing Management Organized by Department of Commerce

Date: [15-05-2020]

Introduction:

The Short-Term Training Program on Marketing Management was conducted on 15-05-2022 at St. Wilfred's College for Girls Jaipur. The program aimed to provide participants with a comprehensive understanding of marketing principles, strategies, and tools to enhance their knowledge and skills in the field of marketing. The event was organized by Department of Commerce and attracted professionals, marketing practitioners, entrepreneurs, and students interested in advancing their expertise in marketing management.

Training Program Highlights:

Program Introduction and Objectives:

The training program commenced with an introduction to the importance of marketing management in today's business environment. The objectives of the program were outlined, emphasizing the enhancement of participants' knowledge in areas such as market research, consumer behavior, marketing strategies, branding, and digital marketing.

Expert Presentations and Lectures:

Renowned experts and industry practitioners delivered informative presentations and lectures throughout the program. These sessions covered a wide range of marketing topics, including market analysis, marketing planning, pricing strategies, product positioning, promotional campaigns, and effective sales techniques. The speakers shared their practical insights, industry experiences, and best practices, providing valuable guidance to the participants.

Case Studies and Group Exercises:

The program incorporated case studies and group exercises to facilitate practical application of marketing concepts. Participants were divided into small groups and presented with real-world scenarios related to marketing challenges and decision-making. They actively engaged in analyzing the cases, brainstorming solutions, and presenting their findings, fostering a collaborative and interactive learning environment.

Workshops and Hands-on Activities:

To enhance participants' practical skills, workshops and hands-on activities were organized. These sessions focused on various aspects of marketing management, including market research techniques, creating marketing plans, developing effective marketing communication strategies, and utilizing digital marketing tools. Participants had the opportunity to apply their knowledge through practical exercises and simulations.



Narandha
Head & Convener
Internal Quality Assurance Cell (IQAC)
St. Wilfred's College for Girls
Jaipur

Atal Singh
Principal
St. Wilfred's College For Girls
Jaipur



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Guest Speakers and Industry Insights:

Guest speakers from prominent companies and marketing agencies were invited to share their industry insights and success stories. Their presentations provided participants with valuable perspectives on the latest trends, emerging marketing channels, and innovative marketing campaigns. Participants had the chance to interact with the guest speakers, ask questions, and gain a deeper understanding of practical marketing applications.

Networking Opportunities:

The training program provided networking opportunities for participants to connect with professionals, industry experts, and fellow participants. These interactions facilitated knowledge exchange, professional networking, and potential collaborations, creating a supportive community of marketing practitioners and enthusiasts.

Conclusion:

The Short-Term Training Program on Marketing Management proved to be a valuable and enriching experience for all participants. It effectively provided participants with a comprehensive understanding of marketing principles, strategies, and tools, empowering them to excel in their marketing endeavors. The combination of expert presentations, case studies, workshops, and networking opportunities created a dynamic learning environment that fostered both theoretical and practical learning.

Acknowledgments:

We extend our gratitude to the organizing committee, trainers, guest speakers, and participants for their valuable contributions and active participation in making the training program a success. Special thanks to the sponsors and supporters who made the event possible.

Recommendations:

Based on the success of this training program, we recommend organizing similar short-term training programs on marketing management in the future to continue equipping professionals, marketing practitioners, entrepreneurs, and students with the knowledge and skills required to succeed in the ever-evolving field of marketing. Furthermore, efforts should be made to regularly update the program content to align with the latest marketing trends and technologies.



Narinder
Head & Convener
Internal Quality Assurance Cell (IQAC)
St. Wilfred's College for Girls
Jaipur

Atatar
Principal
St. Wilfred's College For Girls
Jaipur