

Report on Strategizing in the Next Marketing Move

QIS College of Engineering and Technology has organized entrepreneurship development program for ECE, EEE, CSE, Mech students

Date : 23.09.2017
Session Topic : Strategizing in the Next Marketing Move
Resource Persons : 1. Dr.M.Srinivasa Narayana, Project Manager & Professor
2. Mrs. Priyadarshini R G. Amrita School of Business, Amrita University, Coimbatore

The head of the Institute presented presidential address to all the dignitaries and delegates in response to the welcome address by Dr. H. Hema Lakshmi, MBA. He emphasized the significance and purposes of organizing this program.

Dr. B. Srinivasa Rao said in his speech that the students are encouraged to start their own ventures. Dr. M. R. K. Rao, Professor introduced the guest speakers.

Speakers discussed in detail about the various strategies in marketing. Your marketing strategies are your team's manifesto. You're North Star. Your playbook. OK, you get the idea. So how do you determine what your strategies should be? How do you make sure the work your team is doing aligns with your strategies? How do you measure their effectiveness? When there's a lot to think about. Defining your strategies is the first step, and then you need to operationalize and execute them. Sounds easy, right? In theory, yes. But in reality, it's not always that simple. Here are some best practices you can use to get from strategy to tactics to results

Step 1: Identify your overall goal and opportunities

Step 2: Create your marketing strategies

Step 3: Break down strategies into tactics

Step 4: Make your processes repeatable

Step 5: Know where work stands... all the time

Marketing strategies are the foundation of your work as a marketer. But the key to your team's success (and the fun part!) is in the tactics you use to execute these strategies. Hopefully, you now have a better idea of how to operationalize your marketing strategies so you and your team can move from just that—strategies—to results.

Mr. T. Narendra, Assistant Professor, MBA presented vote of Thanks.