

REPORT

On

MARKETING TECHNIQUES AND MARKET SURVEY

19th SEPTEMBER 2019

QIS College of Engineering and Technology has organized one day Marketing Techniques and Market Survey program for UG and PG students.

On 19th September, 2019

The Marketing Techniques and Market Survey program received an overwhelming response with more than 150 participants. There are two resource persons 1. Dr.N.Janardhana Rao and 2. Mr. K Abhiram for conduction of MTMS programme.

Session details

MTMS was inaugurated on 19thSeptember, 2019 by Mr. D. Hanuma Reddy, Associate Professor, MBA Department, QIS College of Engineering and Technology in Ramanujan seminar Hall.

Mr. D. Hanuma Reddy has welcomed all the dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing this Marketing Techniques and Market Survey program. Mrs. S. Sireesha, AP/MBA introduced the guest speakers Dr.N.Janardhana Rao, Associate Professor, MBA Dept., ALIET, Vijayawada, and Mr. K Abhiram, FreeLancer, Hyderabad.

On the first session, Dr.N.Janardhana Rao explained the need and relevance of this workshop and focused more on the Market survey to get actionable market insights through real-time data collection and robust analytics. He deliberated more on the desires of students and explained in detail about importance of market survey with different models. He discussed various examples on top survey types. Each type was explained with worked examples and followed by the students solved the problem and shared their feedback. He also shared some top marketing techniques based on business with our students.

On the afternoon session, Mr. K. Abhiram started with the technique for effective marketing. He also discussed the different marketing techniques and explained the challenge of using offline, online, outdoor marketing strategies to keep our self ahead of the global competition. At the end, afternoon session was concluded with a vote of thanks given by Dr D Raghava, Head – MBA Dept.



Program Outcomes

1. Students understood the importance of the marketing and learnt the different survey types.
2. Students have benefited by this workshop and understood the basics of market technique and learnt to market their own product.