



# RUKMINI DEVI

## Institute of Advanced Studies

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- Category 'A' Institute
  - High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA. Member of AIMA



Topic :	Guest Lecture on “Contemporary issues in Branding and its strategic aspects”
Date Of Event:	November 4, 2011
Aim Of the Event :	Guest Lecture on the above mentioned topic was delivered by Mr. Ratuldev Ghosh Choudhury, Senior Manager, Dell International Services India Pvt Ltd. This lecture aimed at providing practical and corporate exposure to the students in order to bridge the gap between the theoretical knowledge and practical implication of various marketing concepts with special focus on ‘branding.’
Description Of the Event :	<p>The lecture began with a discussion between the students and the presenter with the question ‘<i>What is Sales for any layman?</i>’.</p> <p>The discussion moved further to the definition of marketing, which in simple words is “<i>Marketing is doing anything or everything to make the sales repetitive.</i>” The presenter further talked about BRANDING and its importance i.e. how the brand name once spread desirably, helps the business to earn profits. For this, he had shown the presentation containing a few advertisements which relate the product with the emotions, thinking or values of the customer. Then he briefed the students about importance of planning and execution of branding. In the execution part, an example related to Business World Magazine was discussed wherein the strength of the firm’s new branding policies and its related issues were told, such as <i>how weekly editions were introduced, how its prices were lowered and what were the schemes given to advertisers in order to retain them.</i></p> <p>After this, a few questions were raised by the students which were very informatively handled by the presenter. Further the example of <b>Dell Computers</b>, its branding strategy and few of the steps that are considered while planning and executing the branding strategy were discussed and how they</p>

effectively help the firm in gaining the competitive edge.

The lecture was highly informative for the students of MBA, since they got to know the practical aspects of various theories of marketing.