

School of Commerce & Management Studies, Sandip University, Nashik

Guest Lecture

on

Topic: Marketing & Its Challenges

By

Mr. Patel Sanket Dinesh

Alumni, Sandip University

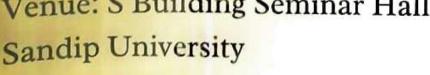
Date: 8th March 2024

Time: 10:30 AM - 1:00 PM

Key Highlights:

- Generating Quality Leads
- Customer Retention Strategies
- Measuring Marketing ROI
- Talent Acquisition in Marketing
- Creating Engaging Content
- Adapting to Market Trends
- Data Management & Privacy
- Budget Optimization
- Personalization at Scale

Venue: S Building Seminar Hall,







At Post Mahiravani, Trimbak Road, Nashik-422213, Maharashtra

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Notice

1st March 2024

GUEST LECTURE BY ALUMNI

Dear students,

1. Event Title: GUEST LECTURE BY ALUMNI

2. Event Date: 8th March 2024

3. Event Conduction Duration: 10:30 AM to 1 PM.

4. Event Venue [Location]: SOCMS - SEMINAR HALL

5. Coordinator of the Event (Faculty):

1. Madhuri Tambe

2. Dr. Rama

6. Total Number of participant: 45 Students, 2 Faculty

Dean SOCMS

Dr Rupali Khaire





At Post Mahiravani, Trimbak Road, Nashik-422213, Maharashtra

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8th March 2024

GUEST LECTURE BY ALUMNI

Guest Lecture by PATEL SANKET DINESH on dated 8th March 2024

Guest Lecture by PATEL SANKET DINESH on "Marketing & its challenges" arranged by the Department of SOCMS on: 8th March 2024 at Seminar Hall Sandip University between 10:30 am to 1 pm.

As a part of academic activity of the department, a Guest lecture on "Marketing & its challenges" was arranged by the Department benefited the staff and Students of SOCMS.

Below points were discussed & heighted

Challenges

Generating leads
Retaining customers
Measuring ROI
Hiring talent
Creating engaging content
Staying on top of trends
Managing data
Setting the right budget
Personalization

All students of Department SOCMS were also present during the said Guest lecture.

Programme ended with vote of thanks by Dean & Professors of SOCMS Sandip University.

Dean SOCMS

Dr Rupali Khaire

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