



**SANDIP**  
UNIVERSITY  
(UGC Recognised)

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,  
Sandip University**



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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**





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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 & heightened

**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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GPS Map Camera



Google

Nashik Division, Maharashtra, India  
XM89+PX4, Mahiravni, Maharashtra 422213, India  
Lat 19.966789°  
Long 73.670004°  
8/3/2024 11:55 PM GMT+05:00





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### School of Commerce and Management Studies

#### GUEST LECTURE BY ALUMNI Attendance 2023-2024

Sr. No	PRN	NAME	Signature
1.	210102261002	AYUSH RAHUL JOSHI	<i>Ayush Joshi</i>
2.	210102261004	MAKAVANA DISHANT HITENDRABHAI	<i>Dishant Makavana</i>
3.	210102261005	LOKESH MANOJ PATIL	<i>Lokesh Patil</i>
4.	210102261006	HARBAKSH SINGH KAMALIITSINGH MANKOO	<i>Singh Kam</i>
5.	210102261007	ASHKAN JAVIDKHAN TAMBOLI	<i>Ashkan Tamboli</i>
6.	210102261008	MATE DARSHANA RAMNATH	<i>Darshana Mate</i>
7.	210102261009	PRATIKSHA SANJAY NAVGIRE	<i>Pratiksha Navgire</i>
8.	210102261010	HRUTIK NITIN HANDORE	<i>HR Handore</i>
9.	210102261011	SWAPNIL KRUSHNA MANGRULE	<i>Krushna Mangrule</i>
10.	210102261012	KAYASTHA YASH RAJESH	<i>Yash Kayastha</i>
11.	210102261013	ANSARI ASHIYA SAMSEHER	<i>Ashiya Ansari</i>
12.	210102261014	RATHOD KUSHAL KAMLESHBHAI	<i>Kushal Rathod</i>
13.	210102261015	KOTHIYA MANAS BHAVESHBHAI	<i>Manas Kothiya</i>
14.	210102261016	VIRAMGAMA SANJANA KISHORBHAI	<i>Sanjana Viramgama</i>
15.	210102261017	SHEWALE NIRAJ NANDRAJ	<i>Niraj Shewale</i>
16.	210102261018	KHAN ABDUL ALEEM SAHEB E ALAM	<i>ABDUL KHAN</i>
17.	210102261019	CHETNA CHHOTU MARATHE	<i>Chhotu Chetna</i>
18.	210102261020	Y LIKHITA PRIYA	<i>Likhita Priya</i>
19.	210102261021	ADITYA SHRINIWAS DURGAMWAR	<i>Aditya Durgamwar</i>
20.	210102261022	PAYAL DADAJI KEDARE	<i>Payal Kedare</i>







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21.	210102261024	HARESH SANJEEV CHAUDHARY	Sanjeev
22.	210102261025	TANISHQ UGALE	Ugale
23.	210102261026	JANHAVI SANTOSH SARANGDHAR	K. Prasad
24.	210102261028	VAIBHAVI HITENDRA VYAPARI	Vyapari
25.	210102261029	SONAWANE HARSHADA HEMANT	Sanjay
26.	210102271001	SHAEZAD SAMEER SAYYED	Sayyed
27.	210102271002	ANAMIKA GUPTA	Anupama
28.	210102271003	SHAIKH VAHID HUSEN	Khidkhaila
29.	210102271004	TAUHEED HUSEN SHAIKH	Shaikh
30.	210102271005	TEJAS VINOD KUSURKAR	Kusurkar
31.	210102271008	DEORE SAHIL SANJAY	Sahil
32.	210102271009	NITESH BHAUSAHEB KACHAVE	Kachave
33.	210102271010	GOPISETTY LIKITHA	Tulsi
34.	210102271011	ARSULE TUSHAR ARJUN	Arshad
35.	210102271013	WAGH SARTHAK DNYANESHWAR	Dnyaneshwar
36.	210102271014	SHAIKH TOHID MAQBOOL AHMAD	Shahid
37.	210102271015	SHWETA VIJAY GODSE	Godse
38.	200102011002	SANSKRUTI DHARMENDRA KADAM	Kadam SD
39.	200102011003	ADITYA SATISH SHARMA	Aditya Sharma
40.	200102011005	MR. ABETO A YEPTHOMI	Abeto Yephthomi
41.	200102011006	TEJAS MILIND YEOLE	Tejas Yeole
42.	200102021001	GALLANI ANAND ANIL	Gallani
43.	200102021002	SHIKHARSHEKHAR SHASHISHEKHAR SINGH	Singh S.





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44.	200102021003	JASH KETAN THAKKAR	<i>Jashan</i>
45.	200102021004	BHERE VISHAKHA VIJAY	<i>Vishant</i>

