

Department of Business Management, SRIMCA

Date: 20/09/2016

SRIMCOM – Marketing Club

Write up - Workshop on Guerrilla Marketing

On 20th September, 2016, a workshop on guerrilla marketing was conducted for First year students of MBA. The resource person was Ms. Divya Gadaria, Faculty member, Department of Management, SRIMCA. The objective was to explore guerrilla marketing ideas and non-traditional marketing. They were made aware of basic concepts of marketing, marketing mix, history of guerrilla marketing, strategies of guerrilla marketing and benefits of guerrilla marketing to business. All the content was explained with real life examples, videos and case studies. The session was highly interactive as students shared their observation for the same. Post lunch session was followed by practical assignment, where students were divided into group of nine students. Each group assigned a task to design guerrilla marketing strategy for various events of UTh Fest 2016. That was the most interesting and creative part of the workshop where students discussed and presented their innovative ideas to make UTh Fest 2016 a memorable event. The workshop ended with collection of feedbacks from the students. It was a fruitful day for all, as reflected in feedback.



