

M Quotient

E-Newsletter of Mercatus - The CIMR Marketing Club

EDITOR'S DESK

Welcome to the second volume of M-Quotient brought to you by Mercatus. I am ecstatic to share that I am the first editor of M-Quotient. It has been an enriching experience full of unexpected twists and turns which has been a great value add. 2021-23 marked the beginning of a new era for our club and our M-Quotient, the e-newsletter of the CIMR Marketing Club. As the editor, I am delighted to bring you this edition filled with insights, updates, and exciting news that provide a holistic view of the marketing industry!



I am proud to share that the MMS Program and the PGDM & PGDM Marketing Programs of CRKIMR & CIMR respectively, received the NBA accreditation in December 2022. The NBA or the National Board of Accreditation had been accorded the permanent regular status of the Washington Accord in June 2014. I am also happy to share that the PGDM & PGDM Marketing Programs of CIMR have received the AIU MBA Equivalence in February 2023. These along with the institutes successfully completing the third cycle of the ISO 20001:2008 Certification. I hope you enjoy reading this edition of the newsletter and find it informative and engaging. Happy reading!

Harsha Gwalani

TAKING A GLANCE AT MERCATUS ACTIVITIES

“Memory is the diary we all carry about with us.” - Oscar Wilde

It fills us with immense happiness and pride, when we look back at the events, guest sessions, and workshops organized at CIMR in the past 6 months. The highlights of these amazing and insightful events, sessions, and workshops are:

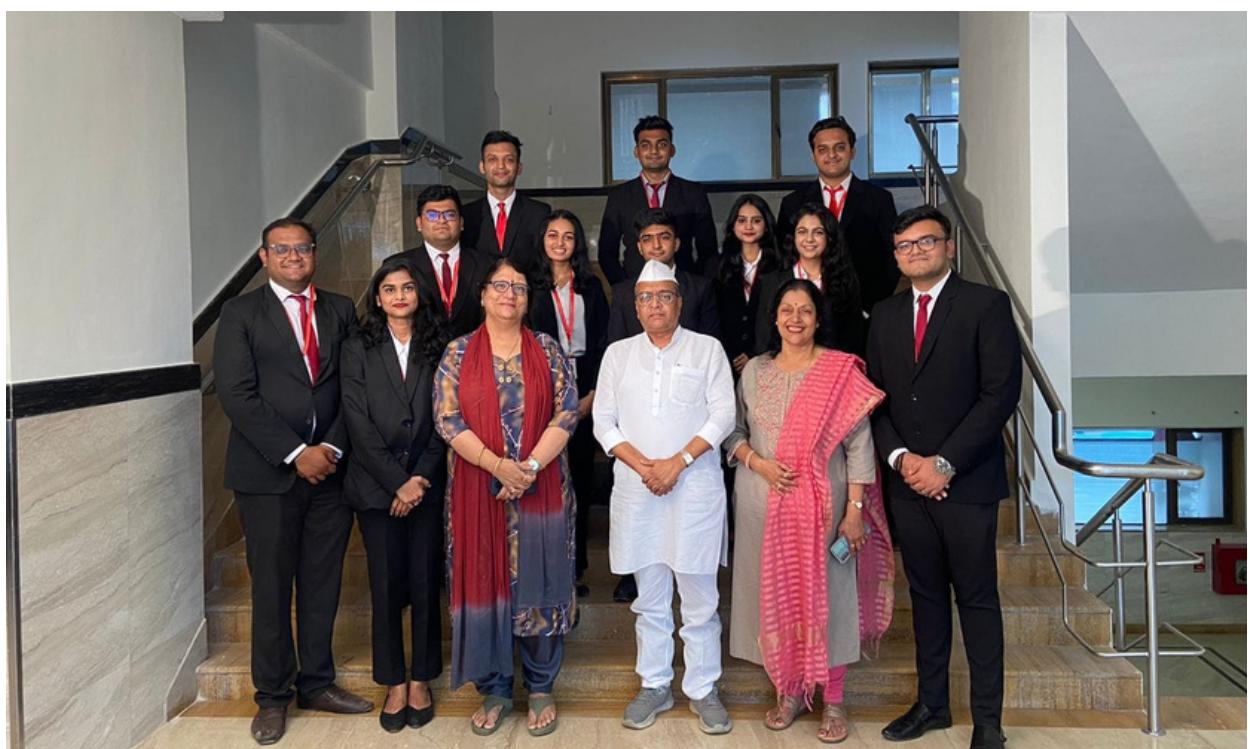
Club Launch - Mercatus, the Marketing Club of CIMR was officially launched on the 6th of August 2022. Mercatus has been envisioned to be a student driven club; therefore to run the club; a Committee of students was selected through the process of assessment of the Statement of Purpose (SOP) submitted by them.

Club Name, Logo and Tagline Competition - The launch was marked by the inauguration of the official name, logo of the club and the tagline. The name; Logo and Tagline were selected after a competition was floated in the month of May 2022.

Launch of Marketing Newsletter - The Inaugural issue of “M- Quotient” – the e-newsletter of the CIMR Marketing Club was released on 20th September 2022. The e-newsletter promises quality content; industry insights; and a fun read.

Logo Trivia Game - Marketing Club organised a Logo Trivia Game on 22nd September during the Induction program of the 2022-24 batch.





Mercatus Core Team with Shri Shirish Madhukarrao Chaudhari, Secretary, Chetana Trust; Dr. Madhumita Patil, CEO, CRKIMR & CIMR; and Dr. Nandita Mishra, Director, CIMR

Workshops - Mercatus organised 2 Media Management Workshops by Mr. Karan Chawla; Brand Consultant & Founder Jokotta Discoveries, held in September, 2022.



Masterclasses - 'Digital Advertising' masterclass by Ms. Divya Vasatkar, Manager West & South Agency Development and Partnerships, Airtel on 29th August 2022. 'B2B Marketing' masterclass by Mr. Sanjay Nawander, Director- Reagens Polymer Additives India Pvt. Ltd; on 14th October 2022. 'Marketing of Banking & Financial Services' masterclass by Mr. Milind Dabke, Financial Consultant; on 15th October 2022 and 25th November 2022. 'Rural Consumers and Rural Marketing in Changing Times' masterclass by Mr. Prashant Mandke, Advisor Rural Marketing and Rural Entrepreneurship Development; on 18th October 2022. 'Artificial Intelligence: Evolution & Application' masterclass by Mr. Kuldeep Tanwar, Associate Director- Data Analytics & Advanced Analytics- Holcim; on 14th January 2023.



VIPANAN 2022

The Annual Marketing Conclave, "Vipanan" was organized by the Marketing Departments of CRKIMR & CIMR, on Saturday, November 19th, 2022.

The theme of the event was "Building Customer Connect in Digital Era". The event provided insights to students and the faculty on the marketing strategies used by businesses in the digital era. The event started with the inaugural session in which the keynote address was delivered by Ms. Priya Choudhary, Director Business Solutions, Google. She addressed some of the myths around the digital world, & discussed the importance of digitalization in every walk of life. Key takeaways were: stay close to consumers and identify the trends quickly, change is constant so adopt a learning mindset and pace of change is faster so fail fast. The Chief Guest, Ms. Monaz Todywalla, CEO, PHD Media India, explained how brands use the 3Es Empathy, Experience and Engagement in the digital era. For the second session was a panel discussion, the panelists for the panel were esteemed alumni of CRKIMR and CIMR as well as industry experts, Mr. Saurabh Gupta, Product Head- Washing Machines, Product Business Group, Reliance Retail Ltd; Ms. Neha Dhar, Brand Marketing Lead, Country Delight; Mr. Girish Chaturvedi, Chief Business Officer, Netcore Solutions; Mr. Amit Batra, Program Manager- Corporate Marketing Research and Advisory, TCS; Mr. Sameer Sharma, Account Director, BFSI, Microsoft India. The panel discussion was moderated by Dr. Hufrish Majra, Professor, Program Chairperson, PGDM- Marketing, CIMR. Some of the key takeaways were the integration of digital technology in business operations and the transformation ultimately helps in enriching customer experience and satisfaction. A case study competition was organized as part of Vipanan 2022. Twenty-three student teams were given the case study on Dabur India Ltd. titled "What Got Us Here Won't Get Us There! Dabur at an Inflection Point." Four teams reached the final round and presented before the Alumni Judges of CRKIMR and CIMR on the day of the event. The judges were Mr. Nachiket Dighe AVP, JP Morgan Chase; Mr. Tanmay Shrungarkar, Head - Trade Marketing (Boards & Panels), Everest Industries Ltd; Mr. Nilesh Kamble, Senior Manager, Demand and Supply Planning - South Asia, Smith & Nephew; Ms. Aishwarya Patel Assistant Marketing Manager, CitiusTech. Winners of the case study competition of Vipanan were 'Team Trailblazers' and runner ups up were Team 'Marketing Wizards'.

VIEWPOINTS

Atanu Prasad Sarma

Marketing Cloud Specialists - Though leadership, solution design

LinkedIn Profile- <https://www.linkedin.com/in/atanuprasadsarma-marketingcloudspecialist>

Question - What are the most interesting marketing job profiles according to you?

Answer: Services Marketing is a very interesting profile. A Service Marketing professional needs to understand many things in depth – starting from the service, the delivery mechanism, the requirement and its complexities, the pricing drivers and finally the nuances between the need vs want. However, the endeavor of a team of service marketers finally hinges on the single client facing professional.

Question - Please elaborate on the role of IT in marketing and the scope of digital marketing?

Answer: Digital Marketing is nothing but Marketing which leverages the tools and technologies of IT. Thus Profiling, Segmentation, Targeting, Communication, Sales and finally Delivery is all IT driven. The degree of automation is very high and manual intervention can be minimized. Campaigns can be run completely online and auto triggered depending on customer's selections.

Question - Any advice you would give to a fresher & how to handle professional setbacks?

Answer: Network, Know Your Product, Face Customers. Think Creative Be Creative. There is Victory in Every Defeat.

Question - What do you think is the most effective way of increasing a brand's online presence?

Answer: There is no single most effective way. Depending on where you are in your journey as a company, product or a variant and what you are planning to achieve the strategy, tools and techniques can change. So, it starts from Discovery via Search, SM, Outbound Campaigns delivered over email, messages, Education thru Content Based Marketing (Nurturing Campaigns) and finally enticing the Customer to Buy through Compelling Offers and closing the sale over Commerce Engines.

WHAT THEY DID, WHY THEY DID?



The Austrian company, Red Bull is one of the most iconic brands in the world and surprisingly its main product is simply an energy drink. Another surprising factor is that many other energy, sports, or soft drinks fall under a FMCG but Red Bull is under its own which is very hard to accomplish during present times. Having such an extensive brand is hard, especially since it keeps to its niche. So, what does Red Bull do well to stand out from the crowd?

One of its main marketing strategies is to host and sponsor extreme sports and athletes all across the globe. From the Red Bull Air Race all the way to Red Bull BC One (Breakdancing), it helps become a figurehead brand for each sport. Generally, the sports are much niche which allows Red Bull to position itself a lot easier as the main sponsor, further promoting their brand. With packaging and a marketing strategy involving events and sponsorships, Redbull has catapulted itself into a worldwide global brand with no slowing down.

"Red Bull really looks like a product from a global economy. It doesn't look like a traditional American soft drink — it's not in a 12-ounce can, it's not sold in a bottle, and it doesn't have script letterings like Pepsi or Coke. It looks European. That matters," - Professor Nancy F. Koehn

SOURCE - <https://www.yought.com/blog/5-case-studies-of-successful-marketing-strategies/>

-Harsha Gwalani, Namrata Gupta, Saunic Rane

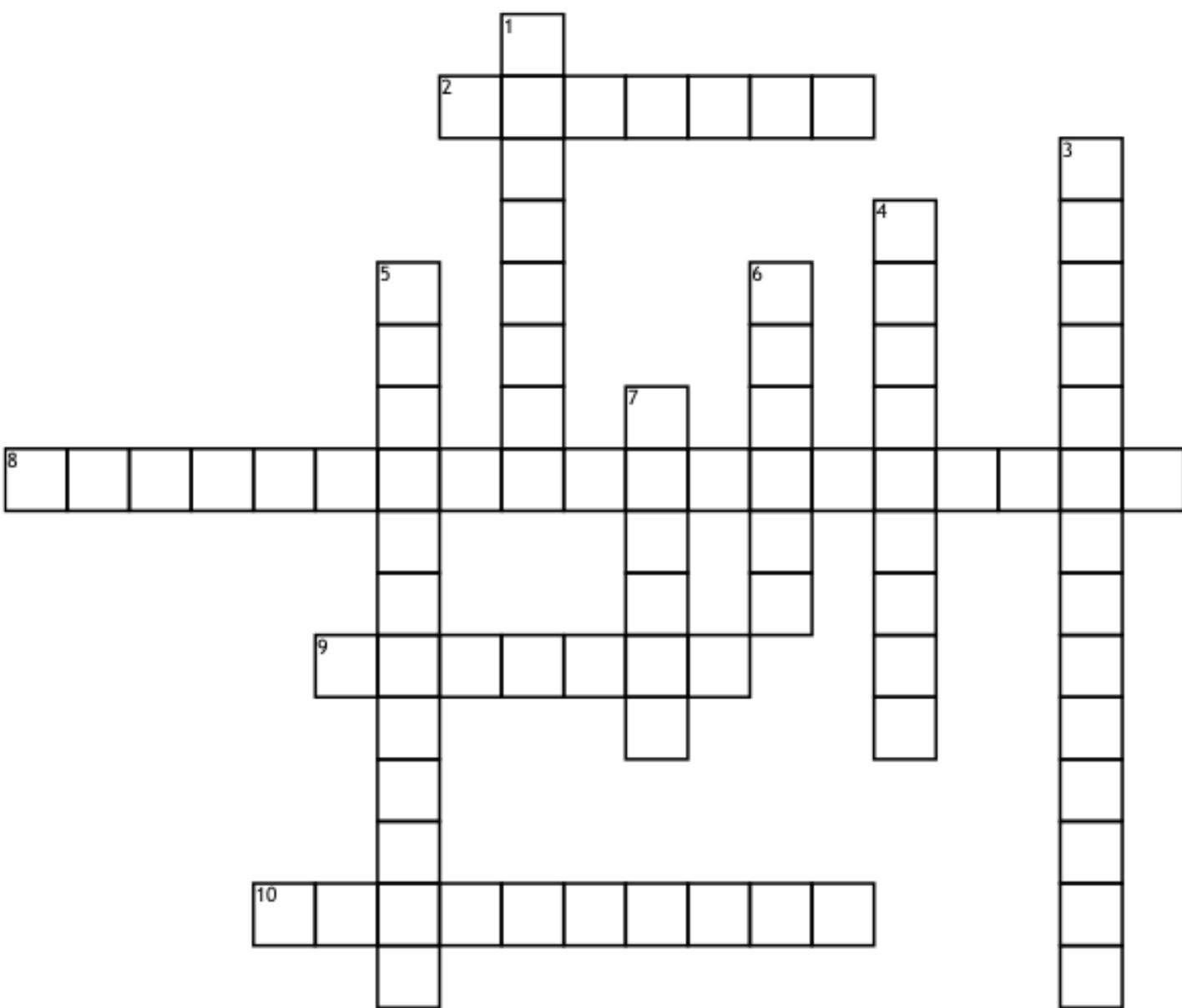
MERCATUS CORE COMMITTEE 2022-24

- **President** - Tejas Talware
- **Vice President** - Amish Sachde
- **General Secretary** - Jassika Nanda
- **Events** - Saikumar Muchala and Dhanya Menon
- **Fundraising/Networking** - Shreya Sawkar and Priti Katwankar
- **Social Media** - Shubham Sarang, Sachin Rane and Tanmay Patil
- **Newsletter** - Khushal Sonawane and Ishan Mehtani



PUZZLE (CROSSWORD)

Mail your answers to mercatus@cimr.in



Down

1. Function which gives name to the product?
3. Selling what you have. Name the concept.
4. It's a social process by which people obtain what they need
5. Customer is ready to give a price for the product only when he gets
6. Selling assumes for the products.
7. A person who receives advice or services from a professional

Across

2. Anything that can be offered to a market to satisfy a want/need
8. Management of all activities related to marketing
9. Marketing is the business process by which products are with the markets.
10. Decisions related to quality, design of products etc?

-Parth Trivedi

FUN FACTS

- Search Engine Marketing (SEM) began in 1995.
- The first billboard was created to advertise the circus.
- On average, email marketing has a 4400% ROI.
- 49% of consumers say they would like to receive promotional emails from their favorite brands on a weekly basis.
- 77% of B2B purchasers won't speak to a salesperson until they've done their own research.
- 40-70%+ of businesses qualified leads aren't yet ready to buy.

PUZZLE ANSWERS - Volume 1 Issue 1

Find the marketing "terms":

A	C	V	N	N	Y	K	Q	F	A	S
P	E	R	S	O	N	A	N	M	U	Y
Q	W	E	R	Y	U	I	O	B	V	T
R	T	U	O	P	Z	V	B	N	M	V
M	C	O	N	T	E	N	T	M	A	R
A	R	W	W	F	G	J	I	T	Y	H
R	G	S	E	S	E	O	G	V	H	F
K	V	D	R	T	Y	I	T	O	P	L
E	B	C	F	R	X	S	W	A	Z	X
T	N	M	U	J	T	A	U	I	O	P
R	F	G	H	J	K	D	M	K	I	G
Q	R	U	V	B	U	V	T	R	E	Q
L	C	A	C	K	J	E	G	D	A	V
H	B	C	B	R	Y	R	A	W	R	T
O	P	A	K	T	H	T	S	H	S	H

For contributing articles, kindly contact us on: mercatus@cimr.in