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S4 Extension Center @ GIT



MARKETING TOOLS & DESIGN

Date: Wednesday, 26/03/2014

Time: 09.30 AM To 4:00 PM

One day workshop MARKETING TOOLS & DESIGN, organised on 26th March 2014

This programme was organized on 26th March, 2014, by the student members of S4 Extension Centre of the Gandhinagar Institute of Technology.

The event commenced at 9.30 am with the keynote address of Mr Kaushik Akiwatkar, Chairperson of the Center, who briefed the students about the topics to be covered under the workshop. This workshop was mentored by Mr. Yash Shah (CEO, Grey Line Infotech) and Mr. Dhruv Saidava (CEO, GTU Pedia). The workshop was divided into two main segments: Online marketing and On-ground marketing.





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The first segment on the online marketing was mentored by Mr. Dhruv, wherein he put the emphasis on how to generate & expand the audience through effective advertising and marketing the product online. For this, he stated many channels such as popular social networking sites like Facebook and video streaming sites such as YouTube. Blogging, which is an extensive medium of reaching out to the people online, was also discussed in detail. Quality of the content, proper domain name and keywords selection, by using various Google tools like adword and webmaster, etc was also laid emphasis on. To sum it up, the students were given a comprehensive online marketing information and training.



The second segment, on-ground marketing, was mentored by Mr. Yash. He put a stress on building long lasting customer relationships to ensure the good sales of the product. The students were informed about the various methods of on ground marketing such as door to door marketing, advertisements through billboards, print media, etc. The aim of this segment was to draw out effective innovative ideas from the students regarding the marketing strategies of their business plan. For this, a debate styled healthy Q and A session was conducted at the end of the segment, wherein all the students and mentors interacted with each other and discussed their budding marketing strategies. The mentors listed their short comings and also gave valuable tips for its betterment.



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Any sustainable business model is based on co-existence of both- online & offline marketing. While online marketing gives your brand recognition among the customers, it is the on-ground marketing that helps you sell the product.

In the end, all the club members presented our mentors with gifts, as a small token of appreciation towards their continuous and extensive support to the budding Center. A group photograph of all the members as well as the mentors concluded the event.

The Center thanks our beloved director Dr. N.M. Bhatt for his continuous co-operation and support and hopes to achieve unprecedented heights of success in future with the help of the same.

Report Compiled by Devansh Trivedi & Veli Desi