

# MARKETING 101 REPORT

*BUILD YOUR OWN BRAND SESSION*



**KA-CHING**

**THE COMMERCE SOCIETY OF RAM LAL ANAND COLLEGE**

**06.02.2023**

## **INTRODUCTION**

*Ka-Ching : The Commerce Society of Ram Lal Anand college organized a seminar on the theme “MARKETING 101” with the vision of making an individual learn about how to present oneself by making the use of upcoming social platforms and hence build themselves as a “BRAND”.*

*The seminar was held in the seminar room and with the help of great guidance from our mentores ie our faculty professors, we attracted around 80 -90 registrations (approx) for the “BYOB SESSION”. The participants showed a lot of enthusiasm and were enlightened by the presence and knowledge of our invited guest : Mr Sameep Ved*

## **ABOUT THE SPEAKER**

LINKEDIN PROFILE: <https://www.linkedin.com/in/sameep-ved-3b152947/>

*Mr Sameep Ved is currently heading the Marketing Department of Raabta Jewels Pvt Ltd with his impeccable social media and strategic marketing skills, He is a management graduate with around 5 years of experience in public relations, marketing and event management. He plays a vital role in the success of the Raabta Jewels Pvt Ltd. He was previously associated with Yash Raj Films : as their Marketing Manager and 92.7 BIGFM : as their Client Servicing Manager.*

## **SEMINAR IN BRIEF**

*Primarily to summarize Sameep’s speech he focuses on a few key essentials which hold the potential to remarkably improve productivity and induce a goal oriented approach in every young individual. He recommends building habits which inculcate a positive mindset and elaborate thinking horizons thereby improving creativity and giving them clarity of action.*

*Keeping your social media presence positive as opposed to creating a superficial and repelling aura. Be fun and exciting, create your own charm. Refrain from following the “sheeps heard” are some of the key takeaways from Mr Sameep's Speech. Social media is a blessing for this generation to be able to expand their connections because remember “your network is your net worth” thus one should honestly strive to get out there and work for themselves to create their own fame and game*

## **USEFUL INSIGHTS**

- 1. Be consistent with the content you are posting*
- 2. Post 5 quality and attractive stories a day for getting a good boost and attention.*
- 3. Fake it till you make it!*

## **PARTICIPATION DATA**

*80 REGISTRATIONS*

<b>NAME</b>	<b>DEPARTMENT</b>
Anubhav	B.com (Hons)
Sanya Sharma	B.com (Hons)
Himani Jain	B.com Programme
Harshita Saini	B.com (Hons)
Krishan Kant	B.com (Hons)

Saanvi Tak	B.com (Hons)
Chirag	B.com (Hons)
Dhruv Pratap Chaudhary	B.com (Hons)
Abhishri Pandey	B.com (Hons)
Manjeet	B.com (Hons)
Shruti	B.com (Hons)
Ansh Grover	B.com (Hons)
Awantika Verma	B.com Programme
Kartik Baliyan	B.A (Hons)
Kanika	B.com (Hons)
Shivani	B.com Programme
Manika	B.com (Hons)
Ritika	B.com (Hons)
Mehul Pal	Bsc Maths Hons
Jayesh	B.com Programme
Sujal Sinha	B.com Programme
Aryan Chib	B.A (Hons)

Harshita Adhikari	B.com (Hons)
Saksham Tandon	B.com (Hons)
Hemang	B.M.S
Rohit Namdev	B.com (Hons)
Aradhya Lekhi	B.com Programme
Ansh Kejriwal	B.com (Hons)
Vaibhav Joshi	B.com Programme
Nikhil Kumar	B.com Programme
Mansi	B.com Programme
Jaisika	B.com Programme
Aashish Kumar	B.com Programme
Ravi Shankar	B.com (Hons)
Anjali	B.com (Hons)
Anurag Agarwal	B.com Programme
Nancy	B.com Programme
Anurag Saini	B.com Programme
Rishav	B.Sc

Kashish	B.com (Hons)
Priyanka	B.com Programme
Vanshika Pahwa	B.com (Hons)
Disha	B.com (Hons)
Sujal Sinha	B.com Programme
Vinay Singh	B.Sc
Ayush Maheshwari	B.com Programme
Amit Kumar Verma	B.com (Hons)
Khushi Gautam	B.com Programme
Kiran	B.com Programme
Asha	B.com Programme
Druti Sarma Sarkar	B.com Programme
Anurag	B.A (Hons)
Anil Kumar	B.com Programme
Mohit Rawat	B.com (Hons)
Kabir Malik	B.M.S
Neelam Gangwar	B.com Programme

Pragya Parul	B.com (Hons)
Radhika Bansal	B.com (Hons)
Himank Anand	B.com (Hons)
Saurabh Kumar Shukla	B.com Programme
Kushagra Sharma	B.com (Hons)
Utpreksha Verma	B.com Programme
Aryan Sharma	B.com (Hons)
Samya Madan	B.com (Hons)
Sumit Saini	B.com (Hons)
Vanshika Kataria	B.com Programme
Yash Dwivedi	B.com Programme
Saksham Malhotra	B.com (Hons)
Rishabh Ahuja	B.com (Hons)
Yati pandey	B.com (Hons)
Rashi Jain	B.Com (Hons)
Ankur Singh	B.com Programme
Saloni Yadav	B.com (Hons)

Ansh Malhotra	B.com (Hons)
Anshika Goel	B.com (Hons)
Aishav Srivastav	B.com (Hons)
Komal Agrawal	B.com (Hons)
Bhavi Jain	B.com (Hons)
Ankush Dhawan	B.com Programme
Karmanya Sahni	B.com (Hons)
Laavanya Gupta	B.Com (Hons)
Maahir Kohli	B.Com (Hons)
Dev Arora	B.Com (Hons)



## FEEDBACK

FORM LINK:

[https://docs.google.com/forms/d/e/1FAIpQLSdKxwKlMLyr7742SuiCvrYOEDf9Q6l-K0ptba-iRl4FJoLkbw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdKxwKlMLyr7742SuiCvrYOEDf9Q6l-K0ptba-iRl4FJoLkbw/viewform?usp=sf_link)

PARAMETERS	RATING (1-5)
How informative was the session?	3.5
How helpful was the event to gain any knowledge?	3.0
How well was the event organized?	4.5
How detailed was the seminar?	3.9
How was the audio and video quality?	4.5