

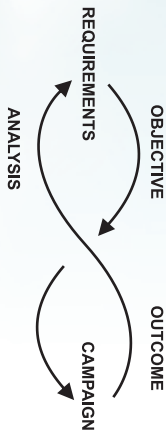


Vidya Prasarak Mandal's
Dr. V. N. Bedekar Institute of Management Studies, Thane

Paradigm Shift in Marketing

Seminar– Saturday, 15th February 2014

Thorale Bajirao Peshawe Sabhagruha,
Jnanadweepa, Chendani Bunder Road,
Thane (W) 400601



Social Media

Your Blog

Your Website



People believe that they are changing things through lot of activities going on at a given time.

But majority of them are proceeding in a wrong direction doing the work that was already done. They fail because their communication world has moved on

Do Not Confuse Motion and Progress...

A Rocking Horse Keeps Moving But Does Not Make Any Progress

Does your business card stand out and tell a story? Does it attract & convince? Does it need to?

You are the decision maker!!

It has always been normal for changes and innovations in the world we live. The development of new product or opportunities in the market requires new strategies inviting new abilities and the paradigm shift makes it possible.

Dr. V.N. Bedekar institute of Management Studies, Thane is arranging its Annual Seminar on Saturday, February 15, 2014 on 'Paradigm Shift in Marketing', a dedicated effort to create a forum for presenting the evolving momentum in the area of marketing and the changing dynamics driving enrichments in the field of Marketing.

The development in the field of marketing has seen changes from disturbance to incorporation, from just a deal to dealings, from "thrust" to "attract". All these factors contributed the shift from — "Marketing 1.0" to "Marketing 2.0" — making the brands change and develop, with some progressing faster than others to "Marketing 3.0" — "Value driven Marketing" — with a spotlight on people, planet and profit.

The power of customer and the intermediary is growing and marketers cannot be distancing themselves with a monologue but in fact it has to be a dialogue.

Marketers cannot practice any more conventional method of promotions and reaching the customer instead build communities around the products and services with the help of technology as today's marketing is customer driven.

Marketers who work with their customers in the social arena will learn from their customers and encourage promotion to communicate with each other using the technology as the platform, thus winning sound brand equity motivating loyalty. Those marketers who ignore this opportunity will eat into their own equity. So disregarding this is not a practical solution.

Please plan to attend this seminar to create a business case for your organisation and learn about collaboration to deliver marketing excellence.

Why You Should Attend :

This Seminar will provide you with provoking thoughts that are immediately applicable on :

- Conventions that have changed – people don't need marketing
- What paradigm shift means to the organisation and why it is important
- Who is gaining importance in the environment
- What needs to be considered while building a marketing strategy in this changed world
- Avoiding mistakes



What will you learn :

- How to find that significant "One Thing" that enthruses and connects the customer?
- Create synergy across all channels – online and offline, human and electronic
- Knocking down organisational silos to build customer-centric model
- Learn from discussions and other resources.

Dr. V. N. Bedekar Institute of Management Studies (DR VN BRIMS) :

The Management Institute established in 1973 was then named as Department of Management Studies. It was a sapling planted by Dr. V. N. Bedekar who had the dream of making Thane, a hub of Management Education. Dr. V. V. Bedekar, Chairman VPM fulfilled the dream of his father by establishing DR VN BRIMS in academic year 2005-6. Since inception in 2005-06 and subsequent recognition by All India Council for Technical Education (AICTE), the institute has grown by leaps and bounds.

Every year, we organize a Annual Seminar on a theme of relevance and importance to the industry, students and teaching fraternity. This year the theme of our seminar is “Paradigm Shift in Marketing”, which is scheduled on Saturday, February 15, 2014 at Thorale Bajirao Peshwe Sabhagruha in our Thane Campus.

Annual Seminar Theme :

Research in Marketing has always been demanding and tricky. To add to that, the digitisation is altering the behaviour of consumer, several new companies are up-and-coming bringing forth a societal change. The marketing environment – relationship in the global world, new platforms of communication, data size and its analysis, interconnected consumer, brands, stakeholders, corporate social responsibility are just at the tip of the environment forming a new horizon for the corporate facing the paradigm shift.

Annual Seminar objective :

In the past the objective of the marketers, was to deliver products and address promotional strategies to the end consumer. However in today's competitive market the role of a “Consumer” is changing. With the advent of new techniques like Social Media, Mobile Marketing etc. for marketing products, companies often are in a tricky situation, analyzing the best technique that takes the company closer to its objectives namely profit maximization, market share, High Brand Recall etc. Hence the seminar is planned to provide a theoretical and practical approach of marketing strategy, through the presentation of key strategic concepts and techniques, and their application into a competitive industry.

Release of Monograph :

Research Monograph on the subject was published in February 2013 and a Research report will be published in February 2014 on the subject containing comprehensive survey findings of the companies surveyed the mid-year 2013 and supported by industry practices.

Registration Fee & Payment

The amount for registration fee may be paid either by Demand Draft / Multi-City cheque in favour of “Dr. V.N. Bedekar Institute of Management Studies”. The payment may be sent on the address given over leaf along with the Registration Form. Registration fee is non-refundable. Registration fee does not include accommodation.

Early bird Registration	: Rs. 1750/- (until 15/01/2014)
Full Registration	: Rs. 2000/- (after 15/01/2014)
Student and PhD. Registered Aspirant	: Registration : Rs. 750/ only



Please forward the registration form together with payment to :

Mr Deepak Gokhale

Dr. V.N. Bedekar Institute of Management Studies,

Building No.4, 2nd Floor, Jnanadweepa, Chendani Bunder Road, Thane 400601

Phone : 25446554/ 25364492

Email : vnbrims@vpmthane.org.

Vidya Prasarak Mandal (VPM), Thane

About VPM :

Vidya Prasarak Mandal, Thane (VPM) was established in 1935 to take up the national and humanitarian cause of meeting the urge of young and old, underprivileged sections of the society to have access to primary and secondary education. VPM as on today is a pioneer educational institute in Thane, enthusiastically and zealously catering to the basic needs of education to nearly 14,000 students across faculties in Arts, Commerce, Science, Law, Polytechnic and Management Studies. With the vision of expanding its horizons, VPM (Thane) has established London Academy for Education & Research in order to emerge as a dynamic and responsive global organization. It has also entered into collaborative agreements with Northern College, Ontario, Canada for Advanced Engineering Diploma Courses and with Skovde University, Sweden for Postgraduate degree programs in Medical Biotechnology, Physiology and Molecular Biology.

Various Institutes which come under the VPM umbrella are: Dr. Bedekar Vidya Mandir, Sou. A.K. Joshi English Medium School, B. N. Bandodkar College of Science, K. G. Joshi College of Arts, N. G. Bedekar College of Commerce, VPM's TMC Law College, VPM's Polytechnic, VPM's Advanced Study Centre, VPM's Polytechnic IT Centre, Dr. V.N. Bedekar Institute of Management Studies. Maharshi Parshuram College of Engineering, Velneshwar and VPM's Institute of Distance Education.

Vision

To be amongst the top management Institutes in the country & become the world class centre of Excellence in learning & innovation driven by social sensitivity & state of the art technology

Mission

- To propagate knowledge to society to the best of our ability
- To standardize, institutionalize the academic environment
- To develop promising managers by nurturing their skills
- To facilitate and empower knowledge with practical approach while imbining human values





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Saturday, February 15, 2014
at Thorale Bajirao Peshwe Sabhagruha in our Thane (W) 400601

SPONSORSHIP FORM

To,
The Chairman,
Vidya Prasarak Mandal, Thane

Kindly reserve sponsorship / space for our advertisement in your publication / souvenir to be published at the Annual Seminar on “Paradigm Shift in Marketing” for Rs. _____, for:

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REGISTRATION FORM

To register for the Seminar, please return this form duly completed along with the payment.

Fill in all fields (all fields are mandatory)

[Contact Details]

Mr. / Mrs. Family name _____ First name _____

Company name _____ Position _____

Company address _____

City _____ Country _____ Postal Code _____

Telephone _____ Fax _____ E-mail _____

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