

Faculty Enrichment Programme

Event – 1

Date: 28-10-2024

Activity Name: Faculty Enrichment Programme - FEP organized by Marketing Department

Faculty Coordinator: Dr Smita M Gaikwad

Faculty Coordinator Contact No. 08861115612

Guest Name: Prof. Rahul Gupta

Guest Designation: Adjunct Faculty

Company Name: FMS-CMS-BS, JU

Topic: Case Study Competition: Sustainable Finance and ESG Investing

Duration: Data driven decision making in Marketing

Venue: Lab Room-306, 3rd Floor, FMS-CMS-BS, JU

No. of Participated:

Summary: (Write-up required minimum 4 to 5 lines)

The topic was on "Data Driven Decision Making in Marketing", the resource person did marketing analytics based on the data set. There were interactions and deliberations based on the solutions how to take marketing decisions based on analysis. IPL Dataset: You are the CMO of a consumer brand in 2019. You have to make a decision regarding sponsoring an IPL team for the upcoming 2020 IPL season. Which team will you sponsor and why? Elasticity/Gold Dataset Is the lustre/charm of Gold among Indians fading? You are the CMO of a nationwide jewellery chain. How will you adjust your marketing strategies in response to the changing prices of Gold?



FEP (MITE) - Faculty Enrichment Program
(Marketing Ideas and Thoughts Exchange)

Data driven decision making in Marketing

RESOURCE PERSON



Prof. Rahul Gupta

Adjunct Faculty
Faculty of Management Studies
CMS Business School
JAIN (Deemed-to-be University)



28th October 2024



Time: 11:45 AM - 12:45 PM



Lab 3rd Floor - 306

FEP Objectives:

- Snapshot to data driven decision making,
- IPL sponsorship case study
- Gold is the charm fading?

Faculty Coordinator:

Dr. Smita M Gaikwad
Assistant Professor
Faculty of Management Studies
CMS Business School
JAIN (Deemed-to-be University)

Organized by:

Marketing Area
Faculty of Management Studies
CMS Business School
JAIN (Deemed-to-be University)