

Town-Hall Meeting: Marketing Area

Report on Town-Hall Meeting

Date	1 st & 2 nd March 2023
Time:	12:15 PM To 1:15 PM
Venue:	Seminar Hall – 2 & 4
Sections:	CM1, CM2, CM3, CM4
Batch:	MBA 2022-24
Semester:	2 nd
Speaker Name:	Area Chair, Program Coordinator and Faculty of Marketing Area
Speaker Designation	NA
Speaker Contact No & Email Id:	NA
Speaker Company/ Institute Name:	CMS Business School, JAIN (Deemed-to-be University)
Faculty Coordinators Name:	Dr. Sharat Kumar S
Topic:	Town Hall Meeting – Interaction with Students
Moderator (if any)	None
No. of Attendees	90 Students + 18 Faculty Members
Feedback:	Not Applicable
Brochure: (if any)	Poster
Budget of the Program (if any):	None
Revenue Collected: (if any)	NA

Town-Hall Meeting: Marketing Area

1. Introduction:

This Town-Hall meeting is organized to primarily know the pulse of the students of 2nd semester, Core-Marketing specialization. The idea is to ensure that the student concerns and suggestions are heard and appropriate action can be taken to solve issues if any.

2. Venue (Inside the campus):

Seminar Hall – 2 & 4

3. Program Objectives:

- To Understand the concerns of the core marketing specialization students
- To Address any concerns on the spot if possible
- To Make any major common announcements

4. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
PSO	Program Specific Objective (PSO)
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

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5. Activity Overview:

Town-Hall meeting is a gathering of students of core marketing specialization once in a semester to have an interaction with the Area Chair, Program Coordinators, Course Coordinators and Faculty.

This platform is used by the students to express any concerns that they have relating to the marketing area and get these concerns addressed on the spot wherever possible.

This activity is carried out once in a semester for both first and second year students regularly. Important marketing area specific announcements will be made in this event.

6. Speakers' Profile:

Not Applicable

7. Summary and Key Learnings of the session:

- Students said currently they do not have any concerns
- Information sought by students regarding placements were discussed
- The announcement of MIG activities were made to the students
- The concept of continuous mentorship and how it works were discussed with students
- The G20 Summit for Core Marketing Students was unveiled

8. Participant details:

Students of Core Marketing Sections: CM 1, CM 2, CM 3 and CM 4 were invited to this meeting, the Area-Chair, Program Coordinators, Course Coordinators, Faculty members of Marketing Area were present in this meeting.

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9. Attendance records:

Date: 1st March 2023: CM1 & CM2

	Section: CM1 1st BLOCK	Batch 2022-24: 2nd Sem Attendance Sheet
	Town Hall Meeting	Date: 01st March 2023
Sl.	USN	Name
1	22MBAR0597	AMIT KUMAR SHARMA
2	22MBAR0752	DHARTHI SHETTY K
3	22MBAR0639	DINESH KUMAR S
4	22MBAR0615	DUSHYANT SINGH
5	22MBAR0518	HARIHARA ARUNCHUNAI V
6	22MBAR0517	JASON CHACKO JOSE
7	22MBAR0629	KABBO DAS
8	22MBAR0859	LEENA HAZARIKA
9	22MBAR0579	MOHAMMAD SHAHRUKH ALAM
10	22MBAR0500	MUSKAN SOUDAGAR
11	22MBAR0678	NEMANI AVNI VINOD
12	22MBAR0269	P SURESH KUMAR
13	22MBAR0933	PRAJWAL B V
14	22MBAR0904	PUNEETH S
15	22MBAR0595	R RUDRAKSH
16	22MBAR0581	RAM VARUN
17	22MBAR0773	RASHI JAIN
18	22MBAR0572	SANAMPUDI RITHVIK
19	22MBAR0585	SATYAM PANDEY
20	22MBAR0458	SHRUTI ARYA S
21	22MBAR0762	SHYAM G
22	22MBAR0412	TANISHA LALIT BHANDARI
23	22MBAR0516	VAISHNAVI S PASARKAR
24	22MBAR0422	VIKAS R

	Section: CM2 1st BLOCK	Batch 2022-24: 2nd Sem Attendance Sheet
	Town Hall Meeting	Date: 1st March 2023
Sl.	USN	Name
1	22MBAR0377	ADITYA RATAN B
2	22MBAR0443	AHWAN MUND
3	22MBAR0575	AIRUJUN S B
4	22MBAR0900	ANTRANG JAIN
5	22MBAR0723	ASHISH SETHIA

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6	22MBAR0738	BILAHARI RAJ R S
7	22MBAR0357	JAGAN
8	22MBAR0509	JAYDON MENEZES
9	22MBAR0225	KALAGATLA MADAN MOHAN
10	22MBAR0226	KARTIK P HOSMANI
11	22MBAR0569	NANDASHREE
12	22MBAR0580	OSHIN RAINA
13	22MBAR0749	PATTUOGULA PRIYANKA
14	22MBAR0431	PRABHULING MATHAD
15	22MBAR0564	RAJAT KUMAR JHA
16	22MBAR0946	RANVEER PAL KHARBANDA
17	22MBAR0393	SIDDHARTH KUMAR BOTHRA
18	22MBAR0114	SIVAN S
19	22MBAR0596	THEJA KUMAR A
20	22MBAR0956	TUSHAR KOTHARI M
21	22MBAR0406	VAIBHAVI S PASARKAR
22	22MBAR0833	VENIK CHAMLING RAI
23	22MBAR0548	VIJAYLAXMI SIDDALINGAPPA BANASI

Date: 1st March 2023: CM3 & CM4

	Section: CM3 1st BLOCK	Batch 2022-24: 2nd Sem Attendance Sheet
	Town Hall Meeting	Date: 2nd March 2023
Sl.	USN	Name
1	22MBAR0845	ANISH DALAPATI
2	22MBAR0556	ANUSHKA JAIN
3	22MBAR0060	BASUNDHARA MITRA
4	22MBAR0464	DIKSHITA KOTHARI
5	22MBAR0262	G JAYANTH REDDY
6	22MBAR0761	HRITHVIK P
7	22MBAR0578	IBRAHIM KHAZIN
8	22MBAR0745	JUHI SINGH
9	22MBAR0506	MANISH KIRAN R
10	22MBAR0127	MD FARHAN
11	22MBAR0896	MEGHANA R
12	22MBAR0499	MOHAMMED SHAMIL
13	22MBAR0757	MUKUNDHAN S
14	22MBAR0308	NIKHIL
15	22MBAR0587	RAHUL H N
16	22MBAR0456	RAHUL KALAVALA
17	22MBAR0563	RAHUL MISHRA
18	22MBAR0848	S KARTHIK RAJ
19	22MBAR0571	S KUMARASHAKTIVELU
20	22MBAR0501	SANJANA VIRDI
21	22MBAR0507	SEDHUPATHI P
22	22MBAR0756	SIGHAKOLLI AKHIL SUBBA RAO

Town-Hall Meeting: Marketing Area

	Section: CM4 1st BLOCK	Batch 2022-24: 2nd Sem Attendance Sheet
	Town Hall Meeting	Date: 2nd March 2023
Sl.	USN	Name
1	22MBAR0555	AFFIYA Y
2	22MBAR0381	ASHWIN SUBRAMANYAM
3	22MBAR0743	BHOOMIKA B
4	22MBAR0465	DWITHIN GOVIND I
5	22MBAR0708	GOKULA ESWAR S
6	22MBAR0584	HARSHITH T R
7	22MBAR0736	KAASHYAP MANANDHAR
8	22MBAR0733	KISHAN N SHANBHAG
9	22MBAR0420	KUSHAL RAJU
10	22MBAR0889	NANDANA SHREE S
11	22MBAR0559	NEHA S SHETTY
12	22MBAR0418	RAHUL RATHOD
13	22MBAR0759	SABAREESWAR E
14	22MBAR0769	SAHIL JAIN
15	22MBAR0765	SANTHOSH KUMAR A
16	22MBAR0538	SHIVANI RAMACHANDRAN IYER
17	22MBAR0770	SHUJAY ADIITH N S
18	22MBAR0044	SIDDHANTH B JAIN
19	22MBAR0975	SOVAN BOHIDAR
20	22MBAR0478	SURENDRAN R
21	22MBAR0540	VIYOLLA DMELLO

10. Participants' Feedback, Feedback Analysis, and Attainment Calculation:

Not Applicable as the objective of this meeting itself is to interact with students to get to know their concerns and opinions regarding Marketing Area and the faculty.

Town-Hall Meeting: Marketing Area

11. Proposals for the Event/Programme:

To,

The Programme Coordinator for kind approval,

Sub: Conduction of Town-Hall Meeting

The purpose of this meeting is to provide an open platform for the students of 2nd semester, core marketing specialization students. This meeting has been planned for one hour. The planned program duration will be during 12:15pm to 1:15pm on 1st & 2nd March 2023.

Respected Dean Sir, your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordintaor
Marketing Area
Signature

Programme Coordinator
Approval Authority
Signature

Area Chair
Approval Authority
Signature

Town-Hall Meeting: Marketing Area

12. Minutes of Meetings:

Meeting Title	Town Hall Meeting	
Date of Meeting	27 th Feb 2023	
Meeting Venue	Room: 301	
Meeting Agenda	Coaching for 1st year Core Marketing Students	
In Attendance	Name	Title/Department/Organization
1	Dr. Sangeeta Devanathan	Area Chair Marketing
2	Dr. Sharat Kumar S	Program Coordinator, Marketing
3	16 Faculty Members of Marketing Area	
Key Meeting Outcomes		
	<p>1. Update on the recently concluded Board of Studies Meeting - SD spent the first part of the meeting to update faculty on the decisions made during the BoS Meeting - especially with regards to the approval of the Digital Marketing Specialization. (Attachment 1: Approved course matrix for Core Marketing, Digital Marketing and Dual Specializations)</p> <p>2. Coaching for 1st year Core Marketing Students: - SD shared that the list of students mapped to each faculty mentor has been created and proposed the broad area of work for Coaching (Research House, Master Thesis, SIP, Placements, Placement training etc.) - KK shared the proposed structured coaching program. (A formal document / coaching book to be shared soon). (Attachment 2 : Mentor - student list; Attachment 3: Mentoring Program document)</p> <p>3. The plan for conducting a larger than usual MiG event was proposed by SD - a mock G20 summit. The broad plan for the same was discussed.</p> <p>4. SD informed faculty of the upcoming Marketing Townhall meeting with the 1st Year batch. Faculty are requested to be present for the Town Hall - provided it does not clash with their class timings.</p>	
Action Plans, if any (along with the First Person Responsible)		
	<p>Further to the Town hall meetings, a mail has to be sent to the students with their faculty contact details. Also resend the list to this faculty group with the student contact details.</p>	

Town-Hall Meeting: Marketing Area

13. Budget:

Not Applicable, since it is an in-house interaction with the students

16. Trailing Emails/communications:

mail.google.com/mail/u/4/?ik=bffa560195&view=pt&search=all&permthid=thread-f1758972204032623355&siml=msg-f175897220403...

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JAIN UNIVERSITY
Center for Management Studies

Anantha Subramanya Iyer K N <asi@cms.ac.in>

Minutes of Area Meeting (27th Feb)
2 messages

Marketing area <marketingarea@cms.ac.in> Mon, Feb 27, 2023 at 2:00 PM
To: Anurag Jain <anuragjain@cms.ac.in>, Anantha Subramanya Iyer K N <asi@cms.ac.in>, "Dr. Anitha Nalasisvam" <dr.anithanalisivam@cms.ac.in>, "Dr. Govindaraj M" <dr.govindarajm@cms.ac.in>, "Dr. Hemant Kumar S" <dr.hemantkumar@cms.ac.in>, "Dr. Kalavathy K S" <dr.kalavathy@cms.ac.in>, Krishna Koppa <krishnakoppa@cms.ac.in>, mahalakshmi s <mahalakshmi.s@cms.ac.in>, Rahul Gupta <rahul.g@cms.ac.in>, "Dr. Raja Sankaran" <dr.raja_sankaran@cms.ac.in>, angeeta D <sangeeta.d@cms.ac.in>, Sanjiv Mathur <sanjiv_mathur@cms.ac.in>, "Dr. Satish Kumar" <dr.satishkumar@cms.ac.in>, "Dr. Saurabh Srivastava" <dr.saurabhsrivastava@cms.ac.in>, Sharat Kumar <sharat.kumar@cms.ac.in>, "Dr. Sharief fmh" <dr.shariefm@cms.ac.in>, Suparna Ghosal <suparna.ghosal@cms.ac.in>, "Dr. Trupti Dandekar Humnekar" <dr.truptidandekar@cms.ac.in>, "Dr. Vishal Soodan" <dr.vishalsoodan@cms.ac.in>

Dear Colleagues,

Minutes of the Area Meeting conducted today:

Agenda:

- Update on the recently concluded Board of Studies Meeting
SD spent the first part of the meeting to update faculty on the decisions made during the BoS Meeting - especially with regards to the approval of the Digital Marketing Specialization. (Attachment 1: Approved course matrix for Core Marketing, Digital Marketing and Dual Specializations)
- Coaching for 1st year Core Marketing Students:
SD shared that the list of students mapped to each faculty mentor has been created and proposed the broad area of work for Coaching (Research House, Master Thesis, SIP, Placements, Placement training etc.)
KK shared the proposed structured coaching program. (A formal document / coaching book to be shared soon). (Attachment 2: Mentor - student list, Attachment 3: Mentoring Program document)
- The plan for conducting a larger than usual MiG event was proposed by SD - a mock G20 summit. The broad plan for the same was discussed.
- SD informed faculty of the upcoming Marketing Townhall meeting with the 1st Year batch. Faculty are requested to be present for the Town Hall - provided it does not clash with their class timings.
- SD requested faculty to encourage external registrations for the upcoming FDP program.

Regards
Sangeeta

mail.google.com/mail/u/4/?ik=bffa560195&view=pt&search=all&permthid=thread-f1758972204032623355&siml=msg-f175897220403...

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4. SD informed faculty of the upcoming Marketing Townhall meeting with the 1st Year batch. Faculty are requested to be present for the Town Hall - provided it does not clash with their class timings.

5. SD requested faculty to encourage external registrations for the upcoming FDP program.

Regards
Sangeeta

3 attachments

- Curriculum Matrix - Marketing.xlsx 174K
- Coach - Student list.xlsx 22K
- Coaching students towards Learning Ownership.docx 1936K

Marketing area <marketingarea@cms.ac.in> Thu, Mar 2, 2023 at 4:56 PM
To: Anurag Jain <anuragjain@cms.ac.in>, Anantha Subramanya Iyer K N <asi@cms.ac.in>, "Dr. Anitha Nalasisvam" <dr.anithanalisivam@cms.ac.in>, "Dr. Govindaraj M" <dr.govindarajm@cms.ac.in>, "Dr. Hemant Kumar S" <dr.hemantkumar@cms.ac.in>, "Dr. Kalavathy K S" <dr.kalavathy@cms.ac.in>, Krishna Koppa <krishnakoppa@cms.ac.in>, mahalakshmi s <mahalakshmi.s@cms.ac.in>, Rahul Gupta <rahul.g@cms.ac.in>, "Dr. Raja Sankaran" <dr.raja_sankaran@cms.ac.in>, angeeta D <sangeeta.d@cms.ac.in>, Sanjiv Mathur <sanjiv_mathur@cms.ac.in>, "Dr. Satish Kumar" <dr.satishkumar@cms.ac.in>, "Dr. Saurabh Srivastava" <dr.saurabhsrivastava@cms.ac.in>, Sharat Kumar <sharat.kumar@cms.ac.in>, "Dr. Sharief fmh" <dr.shariefm@cms.ac.in>, Suparna Ghosal <suparna.ghosal@cms.ac.in>, "Dr. Trupti Dandekar Humnekar" <dr.truptidandekar@cms.ac.in>, "Dr. Vishal Soodan" <dr.vishalsoodan@cms.ac.in>

Dear Colleagues,

Further to the townhall meetings, a mail has been sent to the students with their faculty contact details.
Also resending the list to this faculty group with the student contact details.

Regards
Sangeeta
(Quoted text hidden)

Coach - Student list.xlsx 32K

14. Any other related details: Event Poster

Town-Hall Meeting: Marketing Area



Invitation to join the

Marketing Townhall

*for an open discussion between the students
and faculty of the Marketing Area*

1st March 2023

Time: 12:15 PM - 01:15 PM | **Venue:** Seminar Hall - 2

Cohort Profile: MBA Batch 2022-24, 2nd Semester | **Sections:** CM1 & CM2

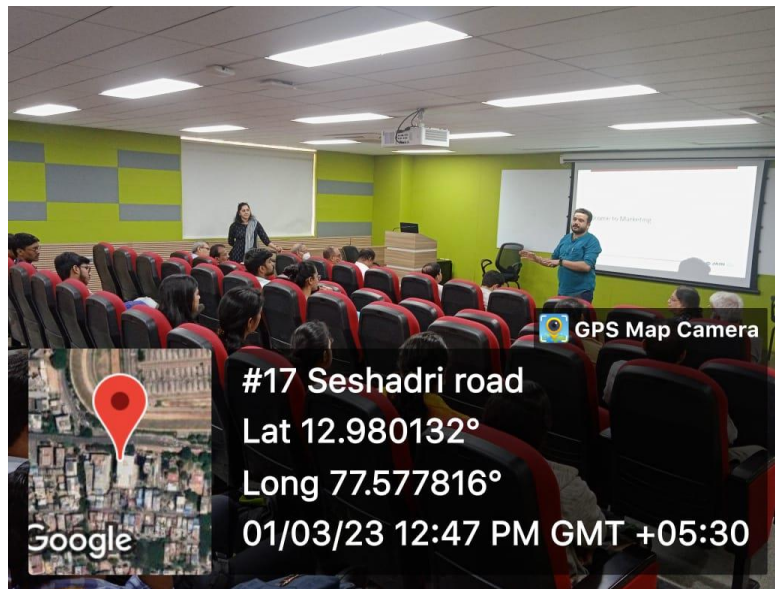
2nd March 2023

Time: 12:15 PM - 01:15 PM | **Venue:** Seminar Hall - 2

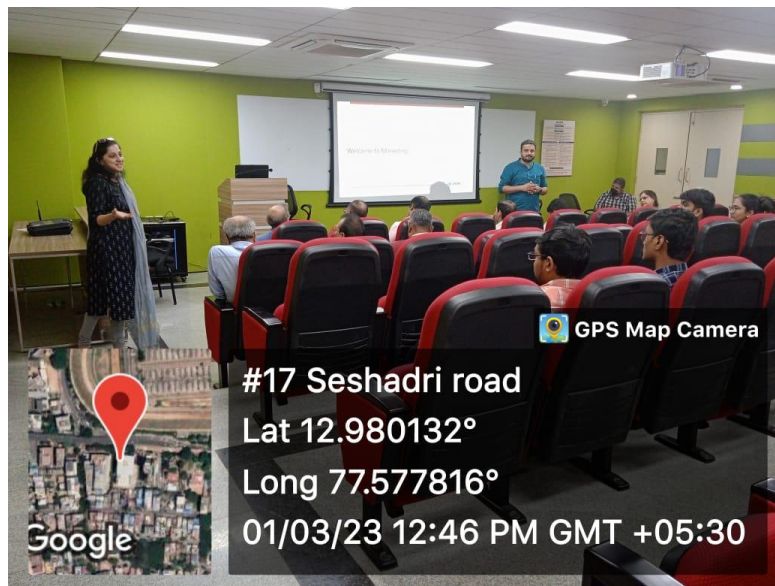
Cohort Profile: MBA Batch 2022-24, 2nd Semester | **Sections:** CM3 & CM4

15. Pictures for the Event:

Town-Hall Meeting: Marketing Area



Picture 1: Town Hall meeting, Prof. Anurag Jain Addressing students regarding MIG activities, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd ; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 2)

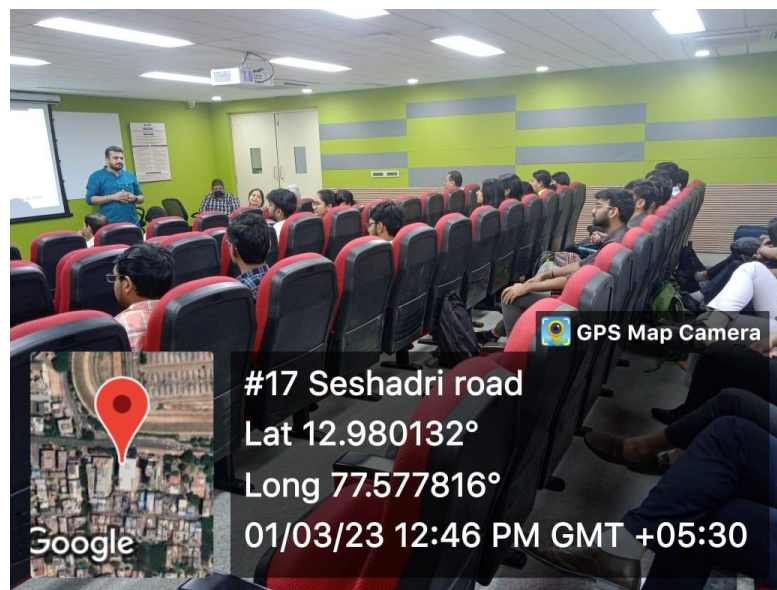


Picture 2: Town Hall meeting, Dr. Sangeeta Devanathan, Area Chair, Marketing, Addressing students regarding G20 summit, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd ; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 2)

Town-Hall Meeting: Marketing Area



Picture 3: Town Hall meeting, Prof. Anurag Jain Addressing students regarding Introduction Mentorship, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 2)



Picture 4: Town Hall meeting, Prof. Anurag Jain & Dr. Sangeeta Devanathan Interacting with students on placement related queries, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd ; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 2)

Town-Hall Meeting: Marketing Area



Picture 5: Town Hall meeting, Faculty of Marketing Area Interacting with students on placement related queries, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd ; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 4)



Picture 6: Town Hall meeting, Faculty of Marketing Area Interacting with students on placement related queries, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd ; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 4)

Town-Hall Meeting: Marketing Area



Picture 7: Town Hall meeting, Dr. Sangeeta Devanathan Interacting with students on placement related queries, held on 1st and 2nd March 2023, (Batch: 2022-24; Program: MBA; Specialization – Marketing; Semester: 2nd ; Sections: CM1, CM2, CM3 and CM4, Seminar Hall - 2)