

St. Mira's College For Girls Pune
Autonomous Affiliated to Savitribai Phule Pune University

BBA/2019-20/01k


10/01/2020

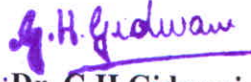
CIRCULAR

The College has organized a guest lecture for FY BBA students on **4P's & 7P's of Marketing.**

DATE & TIME	CONDUCTED BY	VENUE
Monday (13/01/20) <u>10.00 am to 11.00 am</u>	Prof. Sandeep Rathod	Class Room 212

Attendance is compulsory and will be taken during the Guest Lecture.


Mrs. Stella Ambrose
Course Coordinator


Dr. G.H. Gidwani
Principal

Note: The circular has to be read out to the students by the teacher in the class.

FY BBA *Bera*



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Guest Lecture on Marketing for FYBBA – Speaker Prof. Sandeep Rathod

A guest lecture on marketing was organized for the FYBBA students. Total number of students attended was 56. The guest speaker was Prof. Sandeep Rathod from Garware College of Commerce. It was conducted on 13th January, 2020, Monday. The topic for the session was the 4P's and the 7 P's of marketing.

The objective of the Guest Lecture was to give them an insight to the 2 very important concept of Marketing which is the foundation of the subject. Prof. Sandeep started with introduction to marketing followed by the explanation on the 4 P's and the 7 P's, AIDA Model (Awareness, Interest, Desire and Action), the evolution of marketing, the 3 most important marketing goals, and few different concepts like what is price?, how does it influence market and the people and also discussed the difference between a service and a product.

The students enjoyed the session as it was a very interactive session and he enhanced it with visual application and included different marketing advertisement on OLX, Insurance PnbMetlife, Kindle Amazon. Nutrela Soya, AajTak, Spice Jet etc. These different marketing advertisements made a huge impact on the students and the students enjoyed learning about marketing even more.



Coordinator: Nahui
Abmedil

Dr

Jayab
Principal Incharge
St. Mira's College for Girls, Pune.

St.Mira's College for Girls, Pune
Autonomous Affiliated to Savitribai Phule Pune University
4P's & 7 P's of Marketing

Date: 13-01-20

Sr	Roll	Name	Sign	Sr	Roll	Name	Sign
1	21901	RIYA SANJAY PAWAR	<i>Pawar</i>	41	21941	WAGHMARE MARIA SIMON	<i>Waghmare</i>
2	21902	BHASKARLA GAYATRI	<i>Gayatri</i>	42	21942	PARWANI MINALI JAIDEV	<i>Parwani</i>
3	21903	GHULE SIDDHI SOMNATH	<i>Ghule</i>	43	21943	MORE PRIYANKA RAKESH	<i>More</i>
4	21904	SALONI HASMUKH	<i>Saloni</i>	44	21944	SARWADE ANJALI	
5	21905	KALBHOR SAKSHI ASHOK		45	21945	PAWAR SHRADDHA	<i>Pawar</i>
6	21906	DESHPANDE RUTUJA	<i>Rutuja</i>	46	21946	SONAWANE MADHAVI	
7	21907	DEVYANI AWANTIKA	<i>Devyani</i>	47	21947	PILLAY ROSELINE THOMAS	<i>Roseline</i>
8	21908	KHADIJA JUZAR		48	21948	BHANDAR TANUJA	
9	21909	AHUJA ISHIKA NARESH	<i>Ahuja</i>	49	21949	VAISHNAVI PAWAR	<i>Vaish</i>
10	21910	KALE SAMRUDDHI		50	21950	SHARMA POOJA ARJUN	
11	21911	NEHLANI BHAVISHA	<i>Bhavisha</i>	51	21951	SANDBHOR GAYATRI	
12	21912	SONI GAYATRI RAKESH	<i>Soni</i>	52	21952	TILEKAR SAKSHI AVINASH	<i>Tilekar</i>
13	21913	RIDDHI SURESH	<i>Riddhi</i>	53	21953	PAWAR AMISHA SURESH	<i>Pawar</i>
14	21914	HANISHA ASHOK	<i>Hanisha</i>	54	21954	BADLANI AKSHA HARESH	<i>Badlani</i>
15	21915	URVASHI	<i>Urvashi</i>	55	21955	BHAVYA BHARADWAJ	
16	21916	NANDINI VINOD JADHAV	<i>Nandini</i>	56	21956	RUKAIYA	<i>Rukaiya</i>
17	21917	PANDYA NISHTHA	<i>Nishta</i>	57	21957	PAWAR SAKSHI SUNIL	<i>Pawar</i>
18	21918	MUSKAN NIHALANI	<i>Muskan</i>	58	21958	LALKOT TASMIYA SALIM	<i>Lalkot</i>
19	21919	KALBHOR SAMIKSHA	<i>Samiksha</i>	59	21959	BHAPKAR SHARVARI	<i>Bhaskar</i>
20	21920	JAWALE SAKSHI CHETAN	<i>Jawale</i>	60	21960	GAIKWAD SAKSHI	
21	21921	SHITOLE SAKSHI	<i>Shitole</i>	61	21961	MUSKAN THADANI	<i>Muskan</i>
22	21922	JOVIA CHARLES	<i>Jovia</i>	62	21962	VANSHIKA BAPU UJGARE	
23	21923	SNEHAL SAMBHAJI	<i>Snehal</i>	63	21963	KUMBHAR ANUSHKA	<i>Kumbhar</i>
24	21924	CHOUDHARI RUCHITA	<i>Ruchita</i>	64	21964	KHATIJA SHAHISTA KHAN	
25	21925	JANHAVI RUPANI	<i>Janhavi</i>	65	21965	KHICHI DEEPIKA	<i>Khichi</i>
26	21926	MORE SAKSHI	<i>More</i>	66	21966	WAHILE MAHESHWARI	
27	21927	RAJGURU MANSI		67	21967	SASE PRAGATI VITTHAL	<i>Sase</i>
28	21928	VAIBHAVI BHARAT		68	21968	KATARIA HITIKA JAGDISH	<i>Kataria</i>
29	21929	BALANI SIMRAN VASHU	<i>Balani</i>	69	21969	MANKAR SADIYA IMTIAZ	<i>Mankar</i>
30	21930	HAIBATPURE ASHWINI		70	21970	SAWANT ANUSHKA	<i>Sawant</i>
31	21931	GAIKWAD ANJALI		71	21971	RIYA VIJAY MAKHIJA	<i>Riya</i>
32	21932	PRADNYA SHIVAJI PATIL	<i>Pradnya</i>	72	21972	RITAMBHARA	<i>Ritambhara</i>
33	21933	DOSHI NIDHI PIYUSH	<i>Doshi</i>	73	21973	KarandePatil Sonali Suhas	<i>Patil</i>
34	21934	DODEJA UDITA AVINASH	<i>Dodeja</i>	74	21974	Khoja Simran Malik	
35	21935	VAISHAVI PRAMOD	<i>Vaishavi</i>	75	21975	Sarah Kinariwala	<i>Sarah</i>
36	21936	PATIL UNNATI JANARDAN		76	21976	Iba Kadri	<i>Iba</i>
37	21937	SINGH BEAUTYKUMARI	<i>Singh</i>	77	21977	Dwiwedi Kanishka	<i>Dwiwedi</i>
38	21938	KALE NIVEDITA		78	21978	Bhavna Kumari	<i>Bhavna</i>
39	21939	SHARAYU BAGADE	<i>Sharayu</i>	79	21979	DALVI SAKSHI SANDEEP	<i>Dalvi</i>
40	21940	HARSHITA M JAIN	<i>Harshita</i>	80	21980	CHOUDHARY ANJALI	<i>Anjali</i>

Event Coordinator: Abhradita Nahvi

Abhradita Nahvi



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Jayashree
Principal Incharge
St. Mira's College for Girls, Pune.

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Name of the Activity – 13. 4Ps and 7Ps of Marketing -

Date-13th January 2020



Principal Incharge
St. Mira's College for Girls, Pune.