



SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

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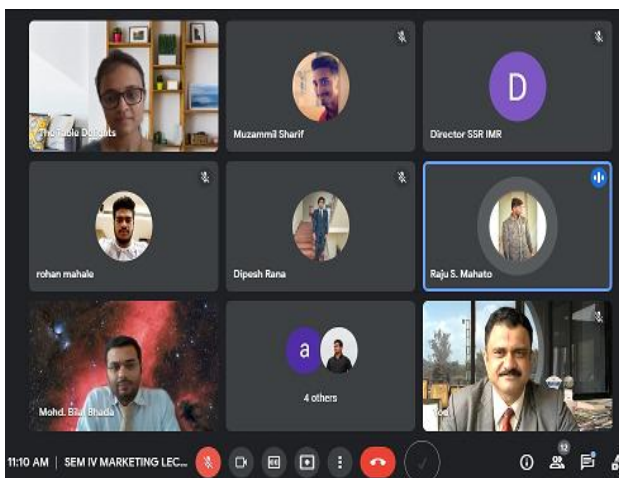
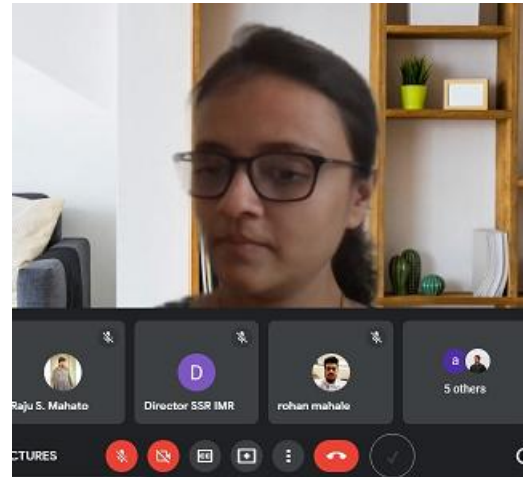
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“Marketing Strategy Day”

4th & 5th June 2021

Coordinator: Dr. Rajesh Kumar Pandey

SSR IMR Marketing Specialisation students- **Marketing Sparklez** celebrated the Marketing Strategy Day across 4th & 5th June 2021. The motto was to get acquainted to Marketing Strategies and its implications. The event was categorised into two parts. On day 1, Institute’s **Alumni Mrs. Sonam Marfatia Wani (Batch 2008-10)** interacted with the Students. She is founder of **YouTube Channel The Table Delights**. The Marketing Sparklez were entrusted with the case of strategising the way forward for Sonam’s YouTube channel. Students presented their strategic plan which was very well deliberated during the session. On Day 2 Marketing Sparklez presented Marketing strategies of various Companies and Institute’s **Alumni Mr. Rizwan Qureshi (Batch 2012-14)** judged the performance of the students along with the Course Instructor Dr. Rajesh K. Pandey. Overall the Marketing Strategy day celebration this year also was a very good experience & fruitful for the students.



Case discussion Session in Progress



Feedback on Presentations in Progress

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