



Kalkaji, New Delhi

National Seminar
on
MARKETING 2025
Issues, Challenges and Strategies

Saturday, 6th March 2021

A woman's face is the central focus, looking upwards. Her face is partially obscured by a collage of various images including a globe, a watch, a butterfly, a person, and abstract patterns. She is holding a glowing digital globe made of interconnected nodes and lines. The background is a light blue gradient with floating images.

**CUSTOMER
EXPERIENCE**

FUTURE

Organised by:
Jagannath International Management School
Kalkaji, New Delhi

Marketing Seminar

JIMS, Kalkaji, New Delhi is organising its annual Marketing Seminar on "Marketing 2025: Issues, Challenges and Strategies" on Saturday 6th March 2021

Overview

A popular quote of Albert Einstein says, "the true sign of intelligence is not knowledge but imagination"

No wonder most Marketing experts are wary of reimagining Marketing in 2025 given the overwhelming disruption caused by the Covid pandemic. However they unanimously aver that by 2025, Marketers will be slicing and dicing metadata for actionable insights and highly specific marketing. Brands will use complex combinations of personal data, location data and environmental data to target their customers with the right message at the right time on the right device.

Many niche and emerging marketing skills beginning to gain in importance today will lead teams in 2025 while a few current tasks will decline or be "automated into oblivion". Marketing will become a technology hub. In demand skills will cover analytics, data, insights, CX, UX, AI and Machine Learning, to name a few.

With the marketing landscape undergoing a tectonic shift, its future in 2025 will look significantly different and will be shaped by trends in AI and Machine Learning, Voice Marketing, Virtual Reality, Data Analytics and Block Chain technology.

In essence, "Everything for everyone, customized" will be the mantra that will evolve the future marketing trends by 2025. Technology will emerge as the core fibre of Marketing to listen and understand customers' demands and meet their expectations.

Objectives

The Seminar is expected to achieve the following key objectives:

- To disseminate knowledge and awareness of the impact of Covid 19 on the future of Marketing.
- To share views and perspectives on the new technological tools that Marketers will leverage to shape the future of Marketing.
- To encourage dialogue and develop insights on innovative strategies that could be adopted to connect future Marketers and Customers

Theme Areas

- Marketing Landscape in 2025
- Impact of New Technologies on future of Marketing
- Brand Transformations, Storytelling and Experiential
- Rise of the Marketing Technologist
- Personalized Data-driven Marketing
- Mobile Communication
- The Future of Green Marketing
- Consumer of Tomorrow: Generation Alpha
- Advancements in Social Media Marketing
- Experiential Marketing - Future Trends.

Target Participants

The Programme is intended for Academicians, Marketing Professionals and Media/ Creative/ Advertising/ Research experts who are keen to enhance their knowledge and perspectives on future Marketing trends, tools and techniques.

Programme Schedule

Time	Event
10.00hrs.–10.05hrs.	Introduction of Guests
10.05hrs.–10.15hrs.	Welcome Address by Dr (Cdr) Satish Seth, Advisor JIMS Kalkaji
10.15hrs.–11.15hrs.	Inaugural Session:
10.15hrs – 10.30 hrs	1. Mr Anurag Sharma Vice President, Clarks India
10.30hrs – 10.45 hrs	2. Mr Rajeev Gupta Business Head- CPC, Reliance Retail
10.45 hrs – 11.00hrs	3. Mr Sujoy Choudhury Director- CRM, Microsoft India
11.00 hrs – 11.15 hrs	4. Mr Pankaj Dubey Co-Founder and CEO, Power Global
11.15 hrs –11.20hrs	Vote of Thanks by Dr Ashok Sharma, Director JIMS Kalkaji
11.20 hrs – 11.30 hrs	Coffee Break
11.30hrs.– 12.30hrs.	Technical Session 1: The Future is Bright: Challenges and Strategies for 2025 1. Mr Abhay Gupta, Founder, Luxury Connect 2. Mr Pramod Joshi, Founder & CEO, Winning Mantra 3. Dr Vinod Kumar, Associate Professor, IIT Lucknow 4. Mr Vishal Manocha, General Manager, Modern Trade and E Commerce, personal care, Havells India Ltd
12.30hrs.-1.30hrs.	Technical Session 2: Delivering more than Marketing and the Rise of Digital Revolutionaries 1. Mr Ashwin Bhatia, Founder MD, Cosmic Solutions 2. Mr Shivender Mishra, Director APAC, IAB tech Lab 3. Mr NS Sundaram, Sr VP Sales and Marketing, Paharpur 3P 4. Mr Deven Bhalla, Deputy General Manager Brand & Growth, Amarujala.com
13.30hrs	Vote of Thanks



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**Venue on
Zoom Platform**

About JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high-quality professional education since 1993. Our campus at Kalkaji has over time developed into a reputed centre of excellence for conduct of research and consultancy services for the private and public sector organizations. Our sustained focus on improving the quality of our academic deliverables has resulted in accreditation of our



institute by National Assessment and Accreditation Council (NAAC) and National Board of Accreditation (NBA). Both our Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management - International Business (PGDM- IB) Programs have been approved as equivalent to Master of Business Administration (MBA) degree of an Indian University by the Association of Indian Universities (AIU) . The institute has also been awarded the ISO 9001:2015 international quality certification.

JIMS, Kalkaji has been honoured with the following coveted rankings/awards:

- B-School Excellence award from ASSOCHAM for "Best Institute –Industry Interface"
- Ranked 27th Best B School in India by TOI.
- Ranked A+++ by Business India
- Ranked Top B School of Super Excellence in India by CSR-GHRDC
- 39th Best B School in India (NHRDN Survey)

Registration Link

<https://forms.gle/NRvCQ6fcE595BugD6>

*No Registration Fees

Communication and Contact

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