

To

Director

For Kind Approval

**Sub: Budget for Workshop on Marketing Strategy**

A workshop is scheduled on 14-02-2019, on Marketing Strategy. Mr. Vinayak Shastri, IBM has agreed to conduct the workshop which is facilitated by Ms. Sangeetha D and Krishna Koppa. Mr. Vinayak Shastri, Global Shared Services Transformational Leader, IBM has agreed to conduct the workshop through a strategy game. The following are the requirements for the same.

Sl	Details	Units	Amount in Rupees
1	Honararium		0
2	Gifts/Momento to the Speaker		2000.00
3	Coffee / Tea & Snacks for Faculty Participants		750.00

Total in Words: ---2750.00

Respected Director, your kind approval is requested for conducting the workshop and expected expenses of Rs.2750/- towards the same.

Respected Dean has recommended this proposal.

Kind Regards

Faculty Co-Ordinator

Dean

Director

Approval Authority

Approval Authority

Signature

Signature

Name of the Facilitator: Ms. Sangeetha d/Mr. Krishna K

Schedule: 14-02-2019

## MINUTES OF MEETING (MOM)

**DATE:** 08/02/2019

**AREA:** MARKETING

**ROOM:** AREA HEAD'S OFFICE

**MEETING ATTENDED BY:**

- Area Head
- Coordinators Ms. Sangeetha D
- Student Representatives

### **Discussion Points**

- Workshop Theme and Details - Marketing Strategy
- Date and Facilitator Details – 14-2 2019 – VINAYAK SHASTRI, IBM
- Promotional Details- Brochure/ Poster
- **Date: 14-02-2019**
- **Venue:** StartUp Club
- **Participants:** 30
- **Topic: Marketing Strategy Simulation**
- **Facilitator:** Sangeetha D /Krishna Koppa
- Discussing, finalizing and approval of activities and other details of the session with Area Chair
- Budget Estimate: 2750/-

### **SIGNATURES:**

1. Area Chair \_\_\_\_\_
2. Faculty Coordinators \_\_\_\_\_
3. Faculty Coordinators \_\_\_\_\_
4. Student Representatives \_\_\_\_\_
5. Student Representatives \_\_\_\_\_

## **Workshop “Horses for Courses: A workshop on Marketing Strategy”**

**Date: 14-02-2019**

**Time: 02:00 – 4:30**

**Venue: Startup Lab**

**Participants: 2017 -2019 All Batches - 30**

**Faculty Name: Sangeeta Devan than / Krishna B Koppa**

**Guest Name: Vinayaka Sastri**

**Organization: IBM**

**Designation: Global Shared Services Transformation Leader**

**Summary: Yes**

**Photos: Yes**

**Scanned Attendance Copy: Yes**

**Posters & Brochures copy (If any): Yes**

**Screen Shots of Important correspondence: Yes**

## **Introduction:**

The student learning and experience is greatly enhanced when the academic rigor in classrooms is supported by different forms of Active Learning. Simulation games belong to the realm of active learning, which entails all forms of learning where the participant is behaviorally and cognitively active. They complement theoretical education by providing a dynamic, reactive, risk free learning environment for students to engage in skills required in the workforce today.

## **Objectives:**

- 1) Ability to design and implement strategies for the marketing function effectively.
- 2) Appreciate strategic relevance of marketing function.
- 3) Identify critical issues in marketing and be able to get to the root of the problem and offer logical and relevant solutions.

## **Summary:**

Strategic marketing is the process of strategy development by regularly considering the marketing environment and customer satisfaction. It gives an organization the competitive advantage over its rivals. Marketing strategy involves identifying the marketing objectives and developing and implementing marketing programs. The strategic marketing process involves the marketing analysis, analysis of the marketing situation, formulating a marketing strategy, market program development, and implementing and managing marketing strategy.

By employing strategic management marketing, businesses can take a closer look at their own strengths and weaknesses. Companies can employ software suites to track and analyze customer activity on their websites, in their online stores, across social media, and even their responses to various email marketing initiatives.

As companies gather more and more data, they're able to take a step back and get a holistic view of their entire marketing strategy. Marketing initiatives don't exist in a vacuum — each action has an impact on all the other avenues the company is pursuing. As companies gather this data, they can base their decisions upon a more complete picture from the highest vantage point possible.

**Learning Outcomes:**

Students always cherish ideas when it comes to their learning and upgradation of the existing skillsets. One such programme was in strategic marketing which helped them gain insightful perspective on customer centric value creation, value capturing and delivery. It helped them translate the theoretical perspective about the subject to the practical applications, Overall, the programme was an eye opener to all the marketing students.

Photos:



**Fig 1.1 A workshop on “Horses for Courses: A workshop on Marketing Strategy” was conducted on 14-02-2019, by Mr. Vinayak Shastri, Global Shared Services Transformational Leader, IBM moderated by Ms. Sangeetha D and Krishna Koppa, group photo of the same.**



**Fig 1.2 Students were given group activity, workshop on “Horses for Courses: A workshop on Marketing Strategy” was conducted on 14-02-2019, by Mr. Vinayak Shastri, Global Shared Services Transformational Leader, IBM moderated by Ms. Sangeetha D and Krishna Koppa.**



**Fig 1.3 Students of MBA 2019 attending the workshop on “Horses for Courses: A workshop on Marketing Strategy” conducted on 14-02-2019, by Mr. Vinayak Shastri, Global Shared Services Transformational Leader, IBM moderated by Ms. Sangeetha D and Krishna Koppa. Scanned Attendance Copy:**



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GUEST LECTURE ON "HORSES FOR COURSES-  
MARKETING STRATEGY IN EMERGING MARKETS" on 14  
February 2019, SECTION CM2

Sl. NO.	NAME	REGISTER NUMBER	SIGNATURE
1	Aashish Chavhan	17MSBA002	
2	Mansi K.	17MSBA008	
3	Sobharath P V	17MSBA012	
4	Chavhan Jash	17MSBA002	
5	Ashutosh	17MSBA007	
6	Ashutosh Varshney S	17MSBA008	
7	Agastha Son	17MSBA001	
8	Chatter A/Jan	17MSBA009	
9	Dhruv V Bafna	17MSBA013	
10	Saansh Gogoi	17MSBA004	
11	Karthik Balaji S	17MSBA007	
12	Kunal Agarwal	17MSBA009	
13	M Ananya Nand. ✓	17MSBA001	<i>Ananya</i>
14	Meghach D	17MSBA007	
15	Rajeshwar G	17MSBA001	
16	Maha Sagarwara Rao	17MSBA002	
17	Nail Ganapathy K C	17MSBA003	
18	Rashika Dinesh Desai	17MSBA005	<i>Rashika</i>
19	Thirush Subhajan	17MSBA003	
20	Rishi Ishwarya V	17MSBA005	
21	Trisha Lavanya	17MSBA006	
22	Kishan Prad	17MSBA009	
23	Vansh V B	17MSBA006	
24	Vaansh P	17MSBA007	
25	Vijay Anshu G	17MSBA017	



SL NO	NAME	REGISTER NUMBER	SIGNATURE
26	Yash Mehta	17MBAR4123	
27	Neha Menon	17MBAR4126	
28	Jayakrishnan Nair	17MBAR4140	
29	Simran Ranka	17MBAR4141	
30	Siddarth Shankar	17MBAR4149	
31	Syed Afief	17MBAR4156	
32	Kisan Kumar Rath	17MBAR4167	
33	Madhuri Kumari	17MBAR4171	
34	Rohit Karnatak	17MBAR4176	
35	Amarnath R Bhakta	17MBAR4191	
36	Harshavardhana K	17MBAR4203	
37	Kamadi Swarna	17MBAR4215	
38	P Shreya Muddappa	17MBAR4220	<i>P. M. Shreya</i>
39	Keshav Agarwal S	17MBAR4225	
40	Ragul N	17MBAR4240	
41	N Manjunath	17MBAR4241	
42	Nishanth Joyappa M S	17MBAR4244	
43	Vanshika Mittal	17MBAR4264	
44	Arjun Bajpai	17MBAR4270	
45	Varsha M N	17MBAR4273	
46	Venkat Krishna G	17MBAR4281	
47	Anjali Ajayakumar	17MBAR4283	
48	Shakthiram V	17MBAR4287	
49	Seekireddy Naveen Reddy	17MBAR4294	<i>Naveen Reddy</i>
50	Shraddha N Bhat	17MBAR4306	
51	Shravanl K S	17MBAR4307	
52	Shubham Saboo	17MBAR4308	
53	Kothainti Chethan Reddy	17MBAR4332	





SL NO	NAME	REGISTER NUMBER	SIGNATURE
54	Sugya Rijal	17MBAR4341	
55	Akhil Y N	17MBAR4347	
56	Desireddy David	17MBAR4353	
57	Gosu Chandu Priya	17MBAR4356	
58	Harl Prasad G	17MBAR4357	
59	Pranesh D	17MBAR4376	
60	P Shyam Sundar	17MBAR4384	
61	Swetha M V	17MBAR4386	
62	Monika K B	17MBAR4388	
63	Deepak Venugopal	17MBAR4389	
64	Bhuvan Kumar	17MBAR4400	
65	Sanjay N V	17MBAR4403	
66	Shakshi Jain	17MBAR4416	
67	Kishan K	17MBAR4419	
68	Shuvam Samanta	17MBAR4437	
69	Reshma	17MBAR4447	
70	Tenzin Wangchuk Deru	17MBAR4453	
71	Subhash Chandra Charan	17MBAR4457	
72	BALAJI V	17MBAR4350	
73	Samarth A	17MBAR4379	
74	PAREKH ANJALI CHETANB	17MBAR4392	




(14)

**GUEST LECTURE ON " HORSES FOR COURSES- MARKETING  
STRATEGY IN EMERGING MARKETS" on 14 February 2019.  
SECTION MF2**

SL NO	NAME	REGISTER NUMBER	SIGNATURE
1	Prasanajit Jena	17MBAR4019	
2	Shifa Khanum M R	17MBAR4026	
3	Aishwarya S S	17MBAR4032	
4	Harini Kanthamaneni	17MBAR4046	
5	Pentapati Varahala Setti	17MBAR4056	
6	Preksha S	17MBAR4057	Preksha
7	Anruthavarshini Shetty	17MBAR4086	
8	Arya P	17MBAR4142	
9	K R Aishwarya	17MBAR4157	
10	Meeth A Kothari	17MBAR4163	
11	Kong Ki Hong	17MBAR4175	
12	Amman Pradhan	17MBAR4198	
13	Harish Chilukoti	17MBAR4202	
14	Honaz Vajid T H	17MBAR4205	
15	Pavan M	17MBAR4221	
16	Josh Shaji	17MBAR4224	
17	Rachel Pinto	17MBAR4229	Rachel
18	Rohan Parmar	17MBAR4245	Rohan
19	Ruchi Inani	17MBAR4246	
20	Vankadara Anisha	17MBAR4267	Anisha
21	Ankita Shah	17MBAR4275	
22	Ashiq Ilyas	17MBAR4278	
23	Vasanti Budihal	17MBAR4279	
24	Vemula Ravi Teja	17MBAR4280	
25	Yukti Lunia	17MBAR4282	
26	Mohit G Dangra	17MBAR4297	Mohit G.
27	Sushmik Yadav Nakkala	17MBAR4319	Sushmik



SL NO	NAME	REGISTER NUMBER	SIGNATURE
60	Partha Pratim Saikia	17MBAR4369	
61	PRAMOD B REDDY	17MBAR4375	
62	Unnikrishnan A	17MBAR4380	
63	Abdullah Mujahid R K	17MBAR4383	
64	Ajaath Kankar P	17MBAR4385	
65	Shashwat Prasad Sinha	17MBAR4401	
66	Runa Panku Rani Gogoi	17MBAR4412	
67	Banaja Malla	17MBAR4417	
68	Piyush Kumar Jain	17MBAR4424	
69	Ashrupriya Gogoi	17MBAR4433	
70	J Vivek Subrahmanyam	17MBAR4436	
71	Akhil S Kumar	17MBAR4440	
72	Mohamed Zaid A	17MBAR4452	
73	Aditya Dayasagar Kurwatti	17MBAR4455	



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**GUEST LECTURE ON " HORSES FOR COURSES- MARKETING STRATEGY  
IN EMERGING MARKETS" on 14 February 2019. SECTION MHR**

SL NO	NAME	REGISTER NUMBER	SIGNATURE
1	Heera Appachu ✓	17MBAR4007	<i>Heera Appachu</i>
2	Tejas Surjan	17MBAR4015	
3	Manas Arora ✓	17MBAR4052	<i>Manas</i>
4	Meka Chandini ✓	17MBAR4053	<i>M Chandini</i>
5	Priyanka M C V	17MBAR4058	
6	Rajee V ✓	17MBAR4070	<i>Rajee V</i>
7	Rakshitha R	17MBAR4072	
8	Ravi Kumar Chourasia	17MBAR4077	
9	Nishanth R	17MBAR4092	
10	Angshu Chaudhuri	17MBAR4097	
11	Varsha Soni ✓	17MBAR4104	<i>Varsha Soni</i>
12	Angela Ashna Marakala	17MBAR4112	
13	Ashish Rohan	17MBAR4143	
14	Gowtham M	17MBAR4144	<i>Gowtham M</i>
15	Harshit Mandhana	17MBAR4146	
16	Indra Prasath J	17MBAR4148	
17	Kaarthik L K	17MBAR4151	
18	EZERIBE ONYEDIKACHI C ✓	17MBAR4160	<i>Ezeribe</i>
19	Komal Sharma	17MBAR4161	<i>Komal</i>
20	Konda Sivasandeep	17MBAR4168	
21	Mahek Virdi	17MBAR4172	
22	Yubika Pangani	17MBAR4178	
23	Aavas Shrestha	17MBAR4179	
24	Athira K	17MBAR4180	<i>Athira K</i>
25	Chandra Sekaran M	17MBAR4181	
26	Evita Viona Gonsalves	17MBAR4196	
27	Ishaan Bansal ✓	17MBAR4206	<i>Ishaan Bansal</i>
28	Ishwa Handique	17MBAR4222	



SL NO	NAME	REGISTER NUMBER	SIGNATURE
29	Prathiksha K	17MBAR4228	
30	Mohamed Fauzul Kabir	17MBAR4235	
31	Poorani Pooja M	17MBAR4236	
32	Rachana R	17MBAR4239	
33	Ramachandrani Srinivasa Aditya	17MBAR4250	
34	Sajal Bansal	17MBAR4256	
35	Sanjana R	17MBAR4271	
36	N Ritu	17MBAR4298	
37	Nandita Upadhyay ✓	17MBAR4299	<i>Nandita</i>
38	Joshua Rajkumar S ✓	17MBAR4313	<i>Joshua</i>
39	Simhadri Usha	17MBAR4323	
40	M.A.Daurani	17MBAR4330	
41	Supriya Kumari	17MBAR4337	
42	Adharshina M	17MBAR4346	<i>Adharshina</i>
43	Akshay Kumar Dhoka	17MBAR4348	
44	Ganapathy P K	17MBAR4355	
45	Kajal P Solanki ✓	17MBAR4361	<i>Kajal</i>
46	M Leela Salkrishna	17MBAR4364	
47	Gokina Siva Rama Krishna	17MBAR4372	
48	Pragya Singh Chauhan	17MBAR4374	
49	Iria Jain	17MBAR4405	
50	Rabina Jaiswal	17MBAR4407	
51	Anupa Gupta	17MBAR4409	
52	C P Karan Machalah	17MBAR4415	<i>Karan</i>
53	Susanket Ghosh	17MBAR4422	
54	Reetu Rana	17MBAR4426	
55	Chandana S Gowda	17MBAR4429	
56	Shaheena Nasrin Rahman	17MBAR4434	
57	Shubham Goyal	17MBAR4435	
58	Niveditha S	17MBAR4439	
59	Ruwan Karumbaiah M G	17MBAR4456	



TOPIC | **HORSES FOR COURSES –  
MARKETING STRATEGY IN  
EMERGING MARKETS**

Speaker

**Mr. Vinayak Sastri**

Global Shared Services Transformation Leader (GCCs)  
IBM

Thursday, 14th February 2019


02:00 pm - 04:30 pm

Startup Lab (2nd Floor)

CMS Business School  
Sheshadri Road, Gandhinagar, Bengaluru

For batch : 2017-19  
All sections  
First come first serve basis

For registration, please mail : [narasimhan\\_g@cms.ac.in](mailto:narasimhan_g@cms.ac.in)

 [bschool.cms.ac.in](http://bschool.cms.ac.in)

### Screen Shots of Important correspondence

3/14/2019 [MBA Batch 2017-19:1116] Guest Lecture is organised on "Horses for Courses - Marketing Strategy in Emerging Markets" - charan\_nj@cc...

☰ Gmail

Compose

- Inbox 9
- Starred
- Snoozed
- Sent
- Drafts 3
- OFFICE DATA 2
- More

**[MBA Batch 2017-19:1116] Guest Lecture is Strategy in Emerging Markets"** Inbox x

**CMS Business School** via googlegroups.com  
to CMSBS-LRS-17-19, facultymembers-cmsbs, narasimhan

Dear Students,

A Guest Lecture is organised on "Horses for Courses - Marketing Strateg February 14, 2019 from 2:00 pm to 4:30 pm.

Students are hereby informed to register by sending a mail to [narasimhan](mailto:narasimhan)

Regards,

Dean  
CMS Business School.

[Guest Lecture](#)

TOPIC: HORSES FOR COURSES – MARKETING STRATEGY IN



3/14/2019

Jain University - Center For Management Studies Mail - Fwd: Proposal for the marketing strategy workshop - Horses for courses



charan KJ <charan\_kj@cms.ac.in>

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## Fwd: Proposal for the marketing strategy workshop - Horses for courses

1 message

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**narasimhan G** <narasimhan\_g@cms.ac.in>  
To: charan KJ <charan\_kj@cms.ac.in>

Thu, Mar 14, 2019 at 1:37 PM

----- Forwarded message -----

From: **Harsha S** <harsha@cms.ac.in>  
Date: Mon, Feb 11, 2019 at 1:04 PM  
Subject: Fwd: Proposal for the marketing strategy workshop - Horses for courses  
To: Sharat Kumar <sharat.kumar@cms.ac.in>, narasimhan G <narasimhan\_g@cms.ac.in>

----- Forwarded message -----

From: **Sangeeta D** <sangeeta.d@cms.ac.in>  
Date: Tue, Feb 5, 2019 at 1:17 PM  
Subject: Fwd: Proposal for the marketing strategy workshop - Horses for courses  
To: Harsha S <harsha@cms.ac.in>  
Cc: Krishna Koppa <krishnakoppa@cms.ac.in>

Dear Harsha,

This workshop would be held on 14th February 2018 at the start-up lab (2nd Floor) between 2.00 - 4.30 p.m. The session is basis registrations and students would have to register with Narasimha. A max capacity of 50 students - therefore registrations are on a first come first serve basis.  
Please design a poster which can be put up tomorrow.

Regards

Sangeeta  
P.S I will send a photo later

----- Forwarded message -----

From: **Vinayak Sastri** <viniimk@gmail.com>  
Date: Thu, Jan 24, 2019 at 8:29 PM  
Subject: Proposal for the marketing strategy workshop - Horses for courses  
To: <sangeeta.d@cms.ac.in>, <krishnakoppa@cms.ac.in>

Dear Prof Sangeeta and Prof Krishna,

Thank you for an enlightening discussion the other day.

As discussed, I can do a workshop on Marketing strategy from 2 to 4:30 pm on any of the following dates

Thu, Jan 31 or Mon, Feb 4, Tue Feb 5, or Wed, Feb 6

The title of the workshop is " Horses for Courses - Marketing Strategy in emerging markets"

Duration : 2.5 hours

No of participants : 50 ( max) , in case you would like more, please let me know





3/14/2019

Jain University - Center For Management Studies Mail - Fwd: Proposal for the marketing strategy workshop - Horses for courses

Case : A real life software product ( a Best in Class in a major market) which was introduced with ambitions for growth in 2 emerging markets (India and Africa)

The participants will be divided into teams of 8 to 10 , so basically 5 to 6 groups

Each group will have roles assigned in the form of marketing (strategic), marketing (foot soldiers), corporate , financial stakeholders, sales, country teams, client (high segment), client (mid segment), external agencies

They will have pre-defined roles assigned with an individual objective, overall objective and their own biases

Modus operandi for the workshop

: 10 briefing followed by either a short (2 min video) or a talk ( 5 min)

Introduction to various roles played by the team members 10 min

Articulating the overall objective (e.g win marketshare, drive revenue growth, profitability, mindshare ) 10 min

Team gets to outline their strategy in line with the overall objective 60 min

Natural tensions between team members (each will be given a hidden agenda and an overall objective that their unit is responsible for) Interspersed every 15 min

News flashes - In terms of changes in market conditions / government rules / customer behaviour

Outline broad outcomes in a ppt ( 30 min)

Present it back to the rest ( 30 min)

De-brief ( 15 min)

Summarise with what really happened ( 10 min)

I will send the requirements for the workshop over the weekend.

Please do let me know your thoughts on the above

Regards,

Vinayak

**Feed Back analysis****Feedback analysis for Workshop on Marketing Strategy 14-02-2019**

The workshop overall was well received by the students. 30 Students

	Wt Score ▶	5	4	3	2	1				
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Wt. Score	Max score	%age
The Workshop helped me to learn new / Improve new skill and competency	PO1 PO5 PO7	10	11	3	5	1	30	114	150	76%
The workshops objectives were clearly stated and achieved	PO1 PO5 PO7	7	12	2	7	2	30	105	150	70%
The workshops content & coverage was relevant	PO5 PO7	12	11	2	2	3	30	117	150	78%
The time was well managed during the workshops		11	13	1	5	0	30	120	150	80%
The facilitator of the workshop was knowledgeable & resourceful	PO1	13	11	3	2	1	30	123	150	82%

