

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

ShavigeMallechwara Hills, Kumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

Alumni Cell (SAMMILANA)

Report of the Event Conducted

Department: MBA

Date: 17.05.2022

Sl. No.	Particulars	Event related Details		
1.	Event*	Alumni Talk		
2.	Title of the Event	Strategies to build Brand Awareness among customers		
3.	Date	17.05.2022		
4.	Time	10.30-11.30 AM		
5.	Venue	ROOM NO: 505		
6.	Resource Person 1 Details (Profile to be enclosed)	Mr Tanvir		
7.	Topics Covered	Strategies to build brand and skills required to build brand image and the importance of communication in business.		
8.	Resource Person 2 Details (Profile to be enclosed)	NA		
9.	Topics Covered	NA		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: 03	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 60	External:	NA
12.	Faculty Coordinator/s	Full Name: Dr Kadambini katke Department: MBA Designation: .Professor	Full Name: Shashikumar C R Department: MBA Designation: Asst. Professor	
13.	Student Coordinator/s	NA		
14.	Total Expenditure (Details to be enclosed)	NA		
15.	Sponsors and Amount (if any)	NA		
16.	Agenda of the Event	NIL		

	(Attach a copy)	
17.	Provide the link of the report uploaded on College Website	https://dscasc.edu.in/mba-department-initiatives
18.	Provide the links of the report uploaded on Social Media	NO
19.	Report sent to Newspapers? If yes, provide cuttings/images:	No
20.	Certificates Printed? (Attach a copy**)	NA
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?*	Yes
23.	Summary of the Event (Around 100 words)	<p>Mr Tanvir alumni, batch of 2012-14 currently working as Brand Manager at Shobha Developers Bangalore. As a part of Alumni cell activity, Mr Tanvir was invited to deliver a talk on "Strategies to build Brand Awareness among customers".</p> <p>This session was organized for 1st year MBA Students to make them aware on how Brand makes a difference while purchasing a product. Today most the purchases will happen because of brand. Brand plays a major role in attracting the customers. Every companies today investing lot of money to increase their brand value in the market. Lot of strategies are followed and implemented to increase brand image. Mr Tanvir threw a light on some of the strategies like digital media campaigns, CSR activities, advertisements, website designs, SEM and so on. Students interacted positively and it was very informative session.</p>
24.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	YES


Event Coordinator


HOD/Director


IQAC Coordinator


Principal



Mr Tanvir delivering a guest talk on Strategies to build Brand Awareness among customers

