



Shailesh J. Mehta School of Management, IIT Bombay

presents



Theme :

“New Age Marketing - Challenges and Strategies”

Event Managed by:

**The Marktrix Club,
SJMSOM, IIT Bombay**

Knowledge Partner:



Continuums

Continuum, the rolling seminar series, is an annual event at Shailesh J. Mehta School of Management, IIT Bombay. The Continuums are held across the various domains of management like Consulting, Finance, Human Resources, Marketing, Operations and Systems. This event aims to cover the latest trends in management by inviting eminent speakers from business and academia. Each of these seminars focuses on issues and challenges faced by a management function, and aims at drawing insights from the knowledge and experience of the speakers. The seminars are well attended by delegates from different organizations, our distinguished alumni, and students from various Business Schools. Continuum series also feature various competitions among students, like case study competition, and business games.

This seemingly a one-day event turns out into one of the best learning experiences for the students. It provides a platform for these inquisitive minds to get face to face with industry stalwarts. An enlightening session by an eminent speaker is generally followed by a round of mutual interaction between the speaker and the students which help them get a holistic picture of the industry trends.

The event is a platform for deliberation and knowledge sharing, and aims to arouse curiosity among the participants regarding specific aspects of business. The event has been received very well in the past by the delegates from the industry and the various b-schools. The event has grown from strength to strength over the years, and is now well acknowledged by the industry.

Continuum 2009

The Continuum 2009 was set rolling by the Consulting Continuum on 14th of March 2009 followed by the Systems Continuum held on 15th of March 2009. The events included a series of lectures and a panel discussion on the theme reflecting challenges and issues of the current and the future trends of the Industry. The events saw participation of various Industry stalwarts like **Mr. (Kris)S. Gopalakrishnan (CEO, Infosys Technologies Limited)**, **Mr. Jawahar Malhotra (CTO, Yahoo India)**, **Mr. Ashish Dwivedi (Corporate Strategy & Business Development, Aditya Birla Group)**, Mr. Suvojit Mazumdar (Global Delivery Leader, IBM India), Mr. Rajdeep Sahrawat (VP NASSCOM) , Mr. Govind Balan (Principal, Diamond Management and Technology Consultants), Mr. Santosh Kamath (Director, Business Performance Services, KPMG), Mr. Prashanth Gupta(Partner, McKinsey & Co), Mr. Saurine Doshi(Partner, AT Kearney) etc. as well as practising professionals and students from various B-schools and other departments of IIT Bombay. It proved to be a platform of immense knowledge sharing and

industrial enlightenments. The Marketing Continuum is well placed to increase this momentum of knowledge sharing and take the plane of learning to a higher level.



Snapshot of Continuum 2009

Marketing Continuum

The Concept

Marketing as a core industry function has evolved from Product orientation in the 1950's to customer orientation of today. Marketing Continuum explores different aspects of Marketing in business by initiating discussions on significant changes that are taking place. Eminent speakers from marketing fraternity converge at a single platform to exchange their thoughts and to elaborate latest trends in the industry. It promises an active participation by the students of various management institutes through discussions, lectures and business games.

The Legacy

The previous Marketing Continuum was centred on the theme - "**The India Growth Story: What's in it for Marketing?**" The keynote address was delivered by Mr. V. Chandramouli from Cadbury's India Ltd., who focussed extensively on the '**dancing Indian elephant**' and the need for Indian marketing to evolve in view of the current scenario. This was followed by a Panel Discussion on "**The Evolution of Modern Retail: Challenges & Opportunities**". Mr. Raman Pandya, Former President - Retail, Essar Ltd. was the moderator for this event, which encompassed enriching talks by Mr. Abhijit Sanyal, CE Staples Business - Foods, Reliance Retail; Mr. Venkat Subramanyan, Director S&D, Shell India Marketing; Mr. Hasit Joshipura, Managing Director, GlaxoSmithKline, and Ms. Anita Sharan, ex-Editor, Brand Equity, Economic Times. Another Session was addressed by Mr. K. B. S. Anand, Head, VP Sales & Marketing, Asian Paints; who introduced the unique concept of '**Umbrella Branding**' and its relevance in today's times. Finally, there was a Workshop on "**Pricing Strategies**" by Mr. Satish Belani, Director (Operations), AC-Nielsen India.

Marketing Continuum 2009

The marketing continuum this year with a theme of "**New Age Marketing - Challenges and Strategies**" will present a broader picture of the marketing function and will throw light on some of the most popular and latest trends of marketing that are relevant to the present scenario. This will include discussions, lectures and business games covering a wide range of topics like **relationship marketing, rural marketing, interactive marketing, experiential marketing & technology marketing.**

Planned events

In these times of economic downturn that persists all across the globe, an industry cannot rely on a single aspect for success, but a holistic view becomes a necessity to sail afloat. In the present times of high turbulence, marketing has emerged as a key function with the main focus on customer retention and leveraging on the brand equity of the company. It has moved beyond the customer perception of promotions and advertisements to include a wide array of practices like relationship marketing, innovations in marketing, cyber marketing and rural marketing. It involves not only the customer but also the business partners at all levels.

Events for Marketing Continuum

1. Keynote Speech and Talk

The marketing continuum will begin with a keynote address by an eminent speaker from the industry who will touch upon the theme which will set the tone for the following events of the continuum. The event will also feature intellectual talks by distinguished speakers surrounding the theme.

2. Panel Discussion

The panel discussion brings forth, the views and learning of eminent business leaders and academia on the theme of the Continuum “**New Age Marketing-Challenges and Strategies**”. At a time when there is an ongoing debate over the relevance and role of marketing in sustaining and reviving the brands, such a platform for exchange of ideas amongst the intelligentsia becomes an enriching experience, with an enormous take away for all the participants leaving them with stimulating ideas.

3. Workshop

The event will feature a workshop conducted for the participants of the continuum for giving them a hands on experience of implementing their learning, thus taking their marketing skills to a higher level. This event will be conducted in collaboration with the industry experts and partners of the event.

4. Business Games and Contests

An online competition will also be conducted under the umbrella of marketing continuum which will test the marketing skills of students of the leading B- schools in India. This event will be in collaboration with an industry partner and will focus on testing the marketing skills & knowledge of students with respect to a specific domain in marketing.

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