

Institute of Science Poona's
INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH
Wakad, Pune - 411057

Report on
Guest Lecture

Institute of Business Management and Research organized a Guest lecture on Friday, 5th October 2018 at 11.00 am.

Topic of the guest lecture was Market Segmentation, Targeting and positioning.

Dr. Omkar Gadre felicitated Dr. Kshor Joshi (Speaker of the Guest lecture).

Dr. Renuka Vanarse gave introductory and welcome speech.

Dr. Kishor Joshi was the speaker for the guest lecture. This lecture was focused on Market Segmentation, Segmenting Consumer Markets, Segmenting Business Markets, Segmenting International Market, Target Marketing, Evaluating Market Segments, Positioning For Competitive Advantage, Choosing A Positioning Strategy and more information.

At the end of the session Dr. Kishor Joshi talked about opportunities in Marketing and gave the information about changing trends in Marketing.

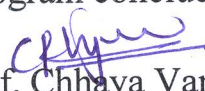
Prof. Dada Patil also expressed his views on the said topic.

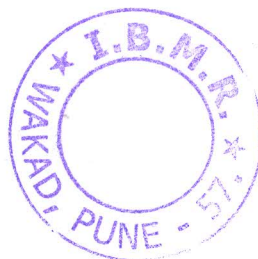
For the said programme Dr. Roopali Kudare, (Director, IBMR), Dr. Anjali Kalkar (Principal, CCS), Dr. Omkar Gadre (Registrar, IOS) Prof. Ashok Kumbhar (OS, IOS) all members of Teaching staff and both MBA I and II year students were present.

Program was coordinated by Prof. Chhaya Vanjare.

Program was compered by Prof. Rohini Nikam.

Program concluded with vote of thanks given by Prof. Smita Kshirsagar.


Prof. Chhaya Vanjare
Program Co-ordinator




Prof. Dada Patil
IQAC Co-ordinator