



PRESIDENCY COLLEGE

(AUTONOMOUS)

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA

RE-ACCREDITED BY NAAC WITH 'A+' GRADE

BRIEF REPORT ABOUT THE GUEST LECTURE DATED 6th May 2022

TOPIC: Sales and Marketing Strategies followed by Companies during Pandemic

TIME: 12:00 to 12:50 P.M

DATE: 06-05-22

TARGET AUDIENCE: II BBA A, B, C and D

Number of Students participated: 180

Speaker – By Mrs. Meena is working as Global IT Service Manager with work experience of 16+ years and working for reputed Manufacturing, Global IT Consulting and Business servicing companies.

Ms. Meena Arcot is working as Global IT Service Manager with work experience of 16+ years and she has been working for reputed Manufacturing, Global IT Consulting and Business servicing companies. Knowledgeable in applications of waterfall, agile methodologies, and skilled in developing processes that facilitate continual progress and team achievement. She has Coached teams ranging in size from 10 to 70 people and successfully completed projects. Dedicated to applying principles of agile management to projects and tasks. She has Work knowledge of cross-functional teams and Deep knowledge of providing support to various application configurations and also Good understanding of ITIL V4 lifecycles and processes. She has in depth knowledge about Transformation and Automation. Adept in leading teams of various sizes Innovative problem-solving abilities and has Excellent written and spoken communication skills and also Skilled in Agile methodologies

ABOUT THE EVENT:

The Guest lecture session took place with welcoming speech made by Dr. Poornima Karthikeyan, Guest lecture co-coordinator with brief reading of the speaker profile. Later the guest lecture was deliberated by the speaker for about 50 minutes in online. She has covered the topic in Sales and Marketing Strategies followed by companies during Pandemic. She clearly explained about the Business strategy its set of plans, actions and goals that outlines how a **business** will compete in a particular market. And also about the types of sales that company does. She also explained about on Social Media Marketing The term social media marketing (SMM) refers to the use of social media and



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social networks to market a company's products, Mouth to Mouth Marketing and it is a Very powerful medium of marketing and also about Data Analysis tools that are available to target customer. Her Lecture is also about Niche Marketing, Freebie Marketing, outbound and inbound Marketing, under cover Marketing, Cross Promotion Marketing and also she covered various sales and Marketing strategies during the time of pandemic followed by Companies.

Dr. Poornima Karthikeyan
Associate Professor,
Commerce and Management Department
Presidency College, Bangalore.



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The screenshot displays a Microsoft Teams meeting in progress. At the top, a notification states: "Recording has started. This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. [Privacy policy](#) [Dismiss]". The meeting grid shows several participants with initials: PK (Poomima K.), BK (Betal Warsh...), TM (Tejas M.), MA (Mohamme...), MR (Mani Rama...), SS (Sambhav Sinha), MM (Manu Mohan), RS (Ritika Sinha), and MO (Muhamme...). A central overlay prompts the user to "Unmute" and "Press Ctrl+Shift+M to unmute your microphone." with a 58:44 timer. The right-hand 'People' list includes: TA (Talla Anees Ahamad), TB (Tayyaba Banu), TM (Tejas M), TR (Tiyasa Roy), Usaid Raza, VK (Varanasi Varun Kumar), and VG (Varsha G) who is marked as 'Leaving...'. The bottom of the screen shows the Windows taskbar with the search bar, system tray (36°C Haze, 12:48 PM, 5/6/2022), and various application icons.