



# Seshadripuram Institute of Management Studies

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## **GUEST LECTURE ON BRAND MANAGEMENT – WEAVING IT ACROSS TRADITIONAL AND DIGITAL MEDIA**

Branding in today's era continues to be a very important task for a marketing team of an organization because this is one of the ways to capture the attention of the consumers and retain them to buy their products. Branding is one process which requires creativity, innovation and adaptation to dynamic environment at a continuous basis. Therefore, in order to provide greater clarity on the current era where branding is required at the highest level, Seshadripuram Institute of Management Studies organized a guest lecture on 13<sup>th</sup> August 2020 which was delivered by Prof. Suparna Ghosal, Adjunct professor of Marketing, Centre for Management Studies, Jain (Deemed to be) University.

Prof. Suparna shared her knowledge and highlighted the challenges and opportunities in brand management and convergence of traditional media encompassing of television, newspaper, radio, and magazine ads and new digital media. It was an interactive session where students showed keen interest in learning marketing concepts. She explained how branding has an effect on emotions and feelings that are associated with brands. She even presented few real-time examples of brands like Maggie, Coca-Cola and Vicks with playing the video clips of ads to explain the strategies that the companies adopt for building a successful brand and how few brands are executing taboo themes in advertisements that evoke a socially prohibited behavioral or verbal act that are unrelated to the product or the brand.

She insisted students to read newspaper every day and find time to stay up to date on the current events happening in the world. The students were very enthusiastic throughout the session and gained valuable industry knowledge on key marketing terms.