



ST.BRITTO'S COLLEGE
CHENNAI

FACULTY DEVELOPMENT PROGRAM



CYCLE - II

SESSION - 1

Session of Faculty development programme (FDP) was headed by Ms. Sujatha, Department of Commerce on 16/10/2015 about **Strategies of Marketing**.

The session was about Marketing and its various strategies. The program was followed by the topics like,

- Introduction of Marketing
- Strategies of Marketing
- Brands and Logos

Ms. Sujatha started the session with the question of How Marketing Starts? She explained about the Barter System by which Marketing stirred up. All the staff members were gave a chance to give some types of marketing.

Whilst the session there was a debate based on, **Is Marketing needed?** Some of the staff insisted the point as No marketing needed as the quality alone will play the lead in branding, where some defended that Marketing is needed in the earliest stage of the business.

Some of the Marketing strategies discussed during the session are,

- Social Marketing
- Humanistic marketing
- Re - marketing
- Guerrilla marketing
- Under cover marketing
- Transactional marketing
- Mass marketing
- Viral marketing
- Event marketing
- Freebie marketing
- Niche marketing
- Free sample marketing

Adding up to the session, there was quiz session for the staff members based on Logos, Brand names and Tag lines of the famous products and the session was concluded with the thanks to all the members.