

220609

Mangaon Taluka Education Society's
Doshi Vakil Arts College and G.C.U.B. Science & Commerce
College, Goregaon- Raigad
Activity Report - Department of Commerce

Academic Year	2021-2022																	
Activity No.	05																	
Name of the Activity	Online Students Seminar on "Dimension of Marketing"																	
Date	Monday, 6 September 2021																	
Time	09.00 am to 11.00 am																	
Venue	Online Mode on Teachmint and Google Meet																	
Organized By	Department of Commerce																	
Convenor/ Co-Ordinator	Dr. Parag V. Pimplapure, Dr. Shrikant Chandorkar																	
Activity for College/Class/Group	All Commerce Classes																	
No. of Beneficiaries	10 Presenter & 48 students																	
Objectives of Activity	4. To enhance presentation skill among students 5. To enhance knowledge about subject 6. To enhance research habits among students																	
Brief Information about activity	<p>This program was conducted online mode for the students of commerce department on behalf of Commerce Department. Commerce Department had fixed 15 topics for presentation. Students choose a topic from the given topic and prepared their own presentation and presented one by one in this seminar for 7 to 10 min.</p> <p>Topics for this presentation are :</p> <table border="1" style="width: 100%;"> <tr> <td>Evolution of Marketing</td> <td>Traditional Marketing Vs. Strategic Marketing</td> </tr> <tr> <td>Marketing Information System</td> <td>Consumer behaviour</td> </tr> <tr> <td>Market Segmentation</td> <td>Marketing Mix</td> </tr> <tr> <td>Product Positioning</td> <td>Product Pricing</td> </tr> <tr> <td>Supply Chain Management</td> <td>Integrated Marketing Communication</td> </tr> <tr> <td>Sale Marketing</td> <td>Digital Marketing</td> </tr> <tr> <td>Green Marketing</td> <td>Careers in Marketing</td> </tr> <tr> <td>Market Targeting</td> <td></td> </tr> </table>		Evolution of Marketing	Traditional Marketing Vs. Strategic Marketing	Marketing Information System	Consumer behaviour	Market Segmentation	Marketing Mix	Product Positioning	Product Pricing	Supply Chain Management	Integrated Marketing Communication	Sale Marketing	Digital Marketing	Green Marketing	Careers in Marketing	Market Targeting	
Evolution of Marketing	Traditional Marketing Vs. Strategic Marketing																	
Marketing Information System	Consumer behaviour																	
Market Segmentation	Marketing Mix																	
Product Positioning	Product Pricing																	
Supply Chain Management	Integrated Marketing Communication																	
Sale Marketing	Digital Marketing																	
Green Marketing	Careers in Marketing																	
Market Targeting																		
Outcome	4. Students have acquired presentation skills. 5. Knowledge of students increased 6. Research habits Enhanced among students who participated in Presentation.																	
Feedback Analysis	Feedback for this Seminar is good.																	



Head of Department

HEAD, DEPARTMENT OF COMMERCE
 Mangaon Taluka Education Society's
 Doshi Vakil Arts College and
 G.C.U.B. Science & Commerce College
 Goregaon, Raigad (402103)




I/O PRINCIPAL
 Mangaon Taluka Education Society's
 Doshi Vakil Arts College and
 G.C.U.B. Science and Commerce College
 At Goregaon Tal Mangaon Dist. Raigad-402103

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Mangaon Taluka Education Society's
Doshi Vakil Arts College and G.C.U.B. Science & Commerce College,
Goregaon Raigad

**IQAC & Department of Commerce Jointly
Organizes**

One day Seminar on

“Dimensions in Marketing”

On Monday, 6th September 2021 from 9.00 a.m. onwards

Platform : Teachmint and Google Meet

Topics of the Seminar

1.	Evolution of Marketing
2.	Traditional Market Vs. Strategic Market
3.	Marketing Information system (MIS)
4.	Consumer Behaviour
5.	Market Segmentation
6.	Marketing Mix
7.	Product Positioning
8.	Product Pricing
9.	Supply Chain Management
10	Integrated Marketing Communication (IMC)
11	Sale Marketing
12	Digital Marketing
13	Green Marketing
14	Careers in Marketing
15	Market Targeting

- Select any one topic from the above list.
- Create a Powerpoint Presentation of 7 to 10 minutes duration.
- E-Certificate will be provided to all the presenters.
- Enroll your name as a Presenter/Co-Presenter/only participant

ENROLMENT LINK FOR THIS SEMINAR

<https://forms.gle/TM5ep89MVma4gJS28>


DR. PARAG V. PIMPLAPURE
Subject Teacher & HOD, COMMERCE




Dr. Nilima R. Mirajkar

IC PRINCIPAL
Mangaon Taluka Education Society's
Doshi Vakil Arts College and
G.C.U.B. Science & Commerce College
Goregaon-Raigad (402 103)

ATTENDANCE FORM OF STUDENTS SEMINAR ON DIMENSIONS OF MARKETING (Responses)				
Timestamp	Email Address	CHOSE ANY ONE	YOUR NAME THE STUDENT /TEACHER /	YOUR ROLE
9/6/2021 10:37:22	sabalokhande541@gmail.com	SYBCOM CLASS	Lokhande saba ahmed	PARTICIPANT
9/6/2021 10:37:38	rajanpimplapure@rediffmail.com	TEACHER	DR. PARAG VASANTRAO PIMPLAPURE	PARTICIPANT
9/6/2021 10:43:32	sejalsawant7953@gmail.com	TYBCOM CLASS	Sejal sawant	PARTICIPANT
9/6/2021 10:45:53	asifmukadam54@gmail.com	SYBCOM CLASS	Mukadam arfiya m.asif	PARTICIPANT
9/6/2021 10:46:12	sakshusawant59@gmail.com	TYBCOM CLASS	Sakshi Shyam Sawant	PARTICIPANT
9/6/2021 10:46:18	gandhimitali42@gmail.com	TYBCOM CLASS	Mitali Gandhi	PRESENTER
9/6/2021 10:50:27	samiyamandlekar87@gmail.com	TYBCOM CLASS	Samiya Mandlekar	PARTICIPANT
9/6/2021 10:50:38	tolsamiya@gmail.com	TYBCOM CLASS	TOL SAMIYA KIFAYAT	PRESENTER
9/6/2021 10:51:22	mukadamrozmeen17@gmail.com	TYBCOM CLASS	Mukadam Rozmeen Hasanmiya	PARTICIPANT
9/6/2021 10:58:38	pranayapendhari123@gmail.com	TYBCOM CLASS	PENDHARI PRANSYA SATYAVAN	PARTICIPANT
9/6/2021 11:02:50	sharmindhanshe82@gmail.com	TYBCOM CLASS	SHARMIN DHANSHE	PRESENTER
9/6/2021 11:10:29	akshatapowale20@gmail.com	TYBCOM CLASS	Akshata Sanjay Powale	PARTICIPANT
9/6/2021 11:14:34	zaiduste12@gmail.com	TYBCOM CLASS	MohammadZaid Mukhtar Duste	PARTICIPANT
9/6/2021 11:24:41	kardekarniha2@gmail.com	TYBCOM CLASS	Niha Rizwan kardekar	PARTICIPANT
9/6/2021 11:42:55	manjreshreekant140@gmail.com	SYBCOM CLASS	MANJARE SHREEKANT RAJENDRA	PARTICIPANT
9/6/2021 11:45:27	prachidhepe2811@gmail.com	SYBCOM CLASS	Prachi Prabhakar Dhepe	PARTICIPANT
9/6/2021 12:01:33	afrahmukadam03@gmail.com	SYBCOM CLASS	MUKADAM AFRAH IMRAN	PARTICIPANT
9/6/2021 12:17:26	lashkariaasiya@gmail.com	TYBCOM CLASS	Lashkari shafaq aslam	PARTICIPANT
9/6/2021 12:25:51	samreenmukadam002@gmail.com	SYBCOM CLASS	Mukadam Samreen Niyaz Ahmed	PARTICIPANT
9/6/2021 13:50:31	salmanharge@gmail.com	TYBCOM CLASS	Salman abdul wahab harge	PRESENTER
9/6/2021 13:50:42	aqsatolkar125@gmail.com	TYBCOM CLASS	TOLKAR AQSA INAYATULLAH	PARTICIPANT
9/6/2021 14:13:50	haniflashkari64@gmail.com	TYBCOM CLASS	LASHKARI ZARIN HANIF	PARTICIPANT
9/6/2021 14:31:23	tamannamahadkar123@gmail.com	TYBCOM CLASS	MAHADKAR TAMANNA A.WAHAB	PARTICIPANT
9/6/2021 15:47:32	tejalshinde112001@gmail.com	TYBCOM CLASS	Tejal Sunil Shinde	PARTICIPANT
9/6/2021 17:55:46	muazzampalekar2021@gmail.com	SYBCOM CLASS	PALEKAR AFRA MUAZZAM	PRESENTER
9/6/2021 19:40:50	mukadamshagaf@gamil.com	TYBCOM CLASS	MUKADAM SHAGAF HASAN	PARTICIPANT
9/6/2021 21:55:32	shraddhabhosale026@gmail.com	TYBCOM CLASS	Shraddha Narayan Bhosale	PARTICIPANT
9/6/2021 21:57:24	namratasatve1209@gmail.com	TYBCOM CLASS	Namrata vijay satve	PRESENTER
9/6/2021 22:02:38	jamugrejayesh@gmail.com	SYBCOM CLASS	Jayesh	PARTICIPANT



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9/6/2021 22:04:02	omsawant036@gmail.com	SYBCOM CLASS	Om kiran sawant	PARTICIPANT
9/6/2021 22:06:46	khadija02062004@gmail.com	SYBCOM CLASS	Natekar khadija	PARTICIPANT
9/6/2021 22:19:12	potemohammadali@gmail.com	SYBCOM CLASS	Pote Arbina Riyaz	PARTICIPANT
9/6/2021 22:19:14	fatimafaiyaz806@gmail.com	SYBCOM CLASS	Pote Farzeen Faiyaz	PARTICIPANT
9/6/2021 22:19:21	mehrajkhadesh@gmail.com	SYBCOM CLASS	Mehraj Khandeshi	PARTICIPANT
9/6/2021 22:40:55	safadawre20@gmail.com	SYBCOM CLASS	Dawre Marwa Mansoor Ahmed	PRESENTER
9/6/2021 22:49:03	shrikantchandorkar2@gmail.com	TEACHER	Dr. Shrikant Bhikuram Chandorkar	PARTICIPANT
9/6/2021 23:25:51	rehanrahim972@gmail.com	TYBCOM CLASS	Lokhande Rehan Abdur Rahim	PARTICIPANT
9/6/2021 23:58:42	vichareneha09@gmail.com	TYBCOM CLASS	NEHA VICHARE	PARTICIPANT
9/7/2021 8:16:15	dattaram812018@gmail.com	SYBCOM CLASS	Soham dattaram pendhari	PARTICIPANT
9/7/2021 9:54:39	salmadawoodhurzuk55@gmail.com	SYBCOM CLASS	HURZUK SAULEHA DAWOOD	PARTICIPANT
9/7/2021 15:48:33	adilbagdadi0717@gmail.com	SYBCOM CLASS	Adil bagdadi	PARTICIPANT




H.C. PRINCIPAL
 Mangaon Taluka Education Society's
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