

Department: Commerce

Date :11/02/2021

Activity: webinar

Topic: Building Brands in International Markets

Resource Person: Prof. Stephen Deepak

REPORT ON WEBINAR BUILDING BRANDS IN INTERNATIONAL MARKETS

Department of Commerce organized a webinar for the 2nd year B.com students, as a part of their curriculum on “BUILDING BRANDS IN INTERNATIONAL MARKETS”. The esteemed speaker for the webinar was Mr. Stephen Deepak (Professor, School of Management, Kristu Jayanthi College, Bangalore.)

Purpose of the report: the webinar was conducted to gain knowledge about brands and its various strategies available to the markets.

Target Audience: B.COM Regular

Summary of the Webinar:

- The session took off in an elevated manner addressing the attendees to new topics covered in the webinar i.e. On Branding in International markets’.
- The webinar mainly stressed upon sharing knowledge in aspects like various branding strategies available to the Indian market and what strategies can be used by Indian companies to become global, to the field of marketing.
- The topic was further highlighted by giving a few relevant examples which gave a better understanding to students on how to approach on international brand building strategy and focus on building Indian products by catering to the needs of Indian markets.

Take Away from webinar: this webinar helped the students to gain insights on branding strategies and how they can approach on building strategies by considering the market needs

NUMBER OF PARTICIPANTS: 900



