


Guest Lecture Series – IIM Bangalore Expert Talk Session

Title	Role of Marketing in Higher Education
Department	Department of Management Studies
Date	29th August 2023
Time	11.00- 1.00 pm , Falconry Seminar Hall
Speaker Name	Mr. BalaKrishna, , Head Marketing (Degree Granting Programme) at IIM-B
Brief Description	<p>Department of Management Studies organized IIM Bangalore Expert Talk for MBA-II SEM students by Mr. Balakrishna. Dr. Guru Basava Aradhya -HoD welcomed the guest . Resource person briefed on various aspects of competitive strategy, sustainability. Sir briefed on redundancy of the products, uniqueness, imitation and how one should be adaptable to the situations.</p> <p>Further the session moved to core competencies required while marketing higher education institute.</p> <p>Few factors needs to be considered while choosing the educational institution like faculty, core competency, content beyond syllabus, ecosystem should focus more on the industry connect and innovations, location , placements and alumni .</p> <p>Recognition from various stakeholders should be part of review process.</p> <p>Sir briefed on marketing internship and jobs available in the market. Session ended with vote of thanks, students enjoyed and learnt during the sessions. Entire Program was coordinated by Dr.Priyameet Kaur Keer.</p>
Images	 <p>The image is a promotional poster for an event. At the top right is the logo for 'NEW HORIZON COLLEGE OF ENGINEERING'. The text on the poster reads: 'Department of Management Studies Presents IIM - Bangalore Expert Talk Session on Role of Marketing in Higher Education'. Below this, it lists the speaker: 'Mr. Balakrishna, Head Marketing, Degree Granting Programmes, IIM-Bangalore'. To the right of the text is a circular portrait of Mr. Balakrishna. At the bottom, it lists the organizers: 'Dean- Academics Dr. R J Anandhi', 'Faculty Coordinator Dr. Priyameet Kaur Keer, Associate Professor', 'Principal Dr. Manjunatha', and 'HOD Dr. Guru Basava Aradhya S, Professor & HOD'. At the very bottom, it provides the date and time: '29 August 2023 11 : 00 AM to 01 : 00 PM' and the location: 'Falconry Seminar Hall'.</p>



