

## **Rethinking Marketing For The New Normal**

On 18th September 2021, INVICTUS, The Commerce Society of Mata Sundri College for Women in collaboration with KASAK, The BA Programme Society organized a webinar on Rethinking Marketing For The New Normal. The event was open for all the students of the college. The first speaker being Dr Preeti Ahuja who is Assistant Professor, Indian Institute of Foreign Trade, Government of India. The second speaker was Miss Sonam Mahajan, Assistant Professor at Amity School of Communication. They both graced the event with their presence and knowledge. Around 150+ students participated in the event.

The Convenor of the event was Ms Kamna Virmani, Assistant Professor, Department of Commerce and Co-convenors of the event were Ms Jasmeet Kaur and Ms Manpreet Kaur, Assistant Professors of Department of Commerce. The BA Programme coordinator was Dr Niti Arora.

The event commenced at 12pm. The first speaker, Dr Preeti Ahuja started with how brands decode consumer behaviour in a pandemic . How they manage to increase their sales and keep on changing their strategies accordingly. She tried to explain the diverse topic by giving interesting examples and students could relate with those examples very well. She even displayed advertising clips for better understanding. Her session ended with a Q & A session where she addressed every query very patiently.

Later, Miss Sonam Mahajan, the second speaker for the day, very well explained the state of the market at the time of pandemic. She presented some facts related to consumer markets explaining how blindly people buy the products which claim themselves as organic and states to increase immunity. She, with great enthusiasm, showed many videos of advertisements and explained how the brands re-evaluate themselves and managed to bring the best product to survive in the difficult time.

At the end of the session, a question and answer round was conducted too. An overwhelming response was seen in the chat box filled with questions and responses. The speakers answered all the doubts with zeal and patience. The event was a great success.