



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report o Student Seminar on Role of Branding in Attracting and Influencing Consumer Purchase Decisions

1. Name of the Seminars/conferences/workshops: Student Seminar on Role of Branding in Attracting and Influencing Consumer Purchase Decisions
2. Organized by: Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops (within 100 words): The aim of the session was to develop among the Semester 3 Students key points like team work, coordination, research ability, knowledge base, listening and presentation skills and critical thinking.
4. Date: 12th November, 2022
5. Duration in hours (approximate): 1 hour
6. Number of Participants (approximate): 3
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Semester 3 Students	Role of Branding in Attracting and Influencing Consumer Purchase Decisions	Students	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops (within 100 words):

The students chose various corporate giants such as Amazon, Nike and Apple to not only observe but discuss the very prominent and subtle branding strategies and practices used by them to enforce positive consumer behaviour. Not just the Semester III students but the presence of Semester V seniors as a reciprocal audience contributed a great deal in making it a successful session. In a nutshell, the students' seminar was an intellectually brightening interchange of ideas among the students and professor which definitely aided the in-depth practical understanding of syllabus. The students and professors look forward to being a part of more such seminars.
11. Video link of the seminar (For webinar only, if available): NA



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12. Paste 2-4 photographs

P.T.O.

