



## National Productivity Council

Under DPIIT, Ministry of Commerce & Industry, GoI

# REVISITING

# MARKETING MANAGEMENT

(In a Changed Business Scenario)



Webinar

## Revisiting Marketing Management In a changed Business Scenario

📅 25.11.2020 | 🕒 11:00AM

### About the Program

With the rapidly changing National as well as Global business environment with infusion of newer technologies in all arenas of management, ushering in of disruptions on account of the advent of the 4th Industrial Revolution, digital marketing and ever increasing online purchases etc., traditional ways of marketing need to be revisited to update ourselves. The webinar will endeavour to relook at the traditional marketing elements including Porter's five forces of marketing and highlight the changed business scenario. New marketing ways being integral to the marketers and consumers alike, the webinar will be useful to all who are interested in marketing management including marketing professionals.

### Key Learning Objectives

- The traditional 4 Ps of marketing and analysis of those
- Plus & minuses of Porter's 5 forces of marketing.
- To prepare oneself to face the new marketing challenges.



### FACULTY PROFILE

Mr Parag Phukan is a highly experienced former top corporate executive and presently an empanelled Principal Advisor & Consultant with the National Productivity Council. He is also a corporate Trainer, management consultant, freelance writer and a Director of Guwahati Management Association

### FEE STRUCTURE

The total fee has been fixed at ₹ 354 /-

Register : <http://bit.ly/NPC-MM>

### FOR FURTHER INFORMATION OR CLARIFICATION KINDLY CONTACT



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**E-certificates shall be provided to the participants at the end of the program**