

Department of Commerce and Management

Topic: 'INFLUENCER MARKETING-THE WAY AHEAD'

Date: 21ST July 2022

Time: 11:30 a.m to 1:00 p.m

Venue: St. Joseph's Auditorium

Speaker: Dr.A Jagan Mohan Reddy

Organisers: Ms. Grace Samuel

Ms. Ashmitha Dsouza

Dr.Susmita Sarkar

Dr. A Jagan Mohan Reddy- author, professor, mentor and Motivational speaker covered the following topics : importance of influencer marketing, evolution of Influencer marketing, 4ps and 7ps, marketing mix, Why use influencer marketing?, What's so special? and influencer marketing strategy. It was a very enlightening session for the students. Students actively interacted with the speaker during the question answer session. The webinar was conducted in the hybrid mode .

Students of I BBA , III BBA , III year marketing elective students, III Integrated B.COM M.COM and I MBA students participated in the above webinar. Students from 24 other colleges participated , such as St. Joseph's Art and Science College, St.Joseph's Commerce College, Bishop Cotton Woman's College, Jain JC road and many more. Colleges who participated from other states were: Kalasalingam Academy of research and education, Sona college of Arts, Fatima Mata National College, Mother Theresa University and Late Laxmibai Women's College etc.



This session was organised by Ms. Grace Samuel, Ms. Ashmitha Dsouza and Dr.Susmita Sarkar

