

MATA SUNDRI COLLEGE FOR WOMEN
INVICTUS: THE COMMERCE SOCIETY
IN COLLABORATION WITH
KASAK: B. A. PROGRAMME SOCIETY
WEBINAR: RETHINKING MARKETING FOR THE NEW NORMAL
18TH SEPTEMBER 2021, 12 PM

On 18th September 2021, Invictus, The Commerce Society in collaboration with Kasak, The BA Programme Society of Mata Sundri College for Women, University of Delhi organized a webinar on "Rethinking Marketing For The New Normal". The event was graced by Prof.(Dr.) Harpreet Kaur, principal of MSCW. The two erudite speakers for the session were: Dr. Preeti Tak, assistant professor at Indian Institute of Foreign Trade, Government of India and Ms. Sonam Mahajan, assistant professor at Amity School of Communication.

The event started by seeking the blessings of Mata Sundri Ji followed by the introduction of our eminent speaker for the first session of the webinar Dr.Preeti Tak amongst 150+ audience participation.



Dr.Preeti Tak put forth an important concept of deceptive marketing, where she explained to the attendees about the faux marketing and advertising techniques used by the companies to attract a customer base. She also explained how E-commerce websites such as Amazon, practice data tracking and show us the products on feed according to our search histories. Towards the end of the first session Dr.Preeti Tak interacted with the audience and cleared their doubts around the new normal's marketing strategy.

The second session was conducted by Ms.Sonam Mahajan who interacted and connected with the audience on a personal level by discussing their time during the pandemic and lockdown situation.Using the advertisements by various brands and companies she explained the attendees how even during the time when the world

was at still the companies came with a new approach to connect the audience and survived the difficult time. She had a fun interactive session with the audience and encouraged them to practice courses from various E-tech sites.

The webinar was well applauded by all the attendees who got new insight into the world of marketing in the new normal. Our speakers helped us to understand how marketing has become key in reviving the fortunes of brands and retailers as they struggle with the evolving consumer behaviour shaped by the coronavirus pandemic.