



Savitribai Phule Shikshan Prasarak Mandal's
**LOKNETE GOPINATHJI MUNDE ARTS, COMMERCE & SCIENCE
COLLEGE MANDANGAD, DIST- RATNAGIRI -415203 (M.S.)**

(Affiliated to University of Mumbai) NAAC

Re-Accredited with Grade 'B+' ISO 9001:2015 Certified

DEPARTMENT OF COMMERCE

ORGANIZES
Guest Lecture
on

Consumer Behaviour

Date: 16-01-2019



P. D. D.

In-Charge Principal
Loknete Gopinathji Munde
Arts, Commerce & Science College
Mandangad, Dist. Ratnagiri - 415203

PRINCIPAL
Loknete Gopinathji Munde
Arts, Commerce & Science College
Mandangad, Dist. Ratnagiri - 415203

About the College

Savitribai Phule Shikshan Prasarak Mandal's Loknete Gopinathji Munde Arts, Commerce & Science College Mandangad, Dist- Ratnagiri (Maharashtra) is one of the prime educational institution affiliated to University of Mumbai. The college was established in June 1996 with the primary aim of providing an array of courses for the students of rural set-up of Mandangad Tehsil and its surrounding area. In recent past, several need based courses (U. G. Program) have been introduced to equip students to meet global challenges. The College aims at providing quality education to all. The college has played an important role in the overall development of Mandangad Tehsil since past 25 years.

The college offers B.A., B.Com. and B.Sc., programs at UG level. Several co-curricular and extra-curricular activities (sport, cultural, extension and social outreach activity etc.) organized by the college contribute to the overall personality development of student as valuable human resources.

Distinctive Features of the College:

- Environment Friendly College Campus
- 80% enrolled students belong to Backward Class.
- Ideal infrastructure for Curricular, Co-curricular and Extra-curricular Activities.
- Competitive Exam Guidance Center
- Well equipped Science Laboratories

Following are some of the major achievements of the college:

- NAAC Accreditation with 'B+' Grade with CGPA score of 2.57 (3rd Cycle)
- ISO 9001-2015 Certification by International Accreditation Forum

About Workshop

Through Integrated Marketing Communication (IMC) involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perceptions and behavior. Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. In today's Marketing environment promotion involves integrated marketing communication. Loknete Gopinathji Munde Arts, Commerce & Science college, Mandangad organizes Guest lecture on *Consumer Behaviour Through Integrated Marketing Communication (IMC)* on 10.01.2019. Prof. C.R. Salunkhe will be the resource person for it.


Workshop Coordinator




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01-01-2019

Notice

All the students are informed that Department of Commerce organizing a workshop on **Consumer Behaviour through Integrated Marketing Communication** is on 10.01.2018 at 12.00pm Prof. C.R. Salunkhe will be Resource person.

Venue- Room.No. 32


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Report of Workshop

Department of Commerce of Loknete Gopinathji Munde Arts, Commerce & Science college, Mandangad has organized one day workshop on ***Consumer Behaviour Through Integrated Marketing Communication*** Prof. C.R. Salunkhe was the resource person for it. He delved into the basic concepts of marketing mix, and led the discussion towards the various Integrated Marketing Communication (IMC). He then distinguished between the traditional and modern methods of promotion. ***Integrated marketing communication*** is the process of coordinating all this activity across different communication methods. Note that a central theme of this definition is *persuasion*: persuading people to believe something, to desire something, and/or to do something. Effective marketing communication is goal directed, and it is aligned with an organization's marketing strategy. It aims to deliver a particular message to a specific audience with a targeted purpose of altering perceptions and/or behavior. Integrated marketing communication (IMC) makes this marketing activity more efficient and effective because it relies on multiple communication methods and customer touch points to deliver a consistent message in more ways and in more compelling ways. Marketing communication is tricky because, in a real sense, everything an organization does has communication potential. The price placed on a product communicates something very specific about the product. A company that chooses to distribute its products strictly through discount stores sends a distinct message to the market. Marketing communication refers to activities deliberately focused on promoting an offering among target audiences.





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Outcome of Activity

Students acknowledged the basic concepts of marketing the various Integrated Marketing Communication (IMC). They understood how to deliver a particular message to a specific audience with a targeted purpose of altering perceptions and/or behavior and multiple communication methods and customer touch points to deliver a consistent message in more ways and in more compelling ways. Marketing communication is tricky because, in a real sense, everything an organization does has communication potential.



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***Consumer Behaviour Through Integrated Marketing
Communication Photo***



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T.Y.B.Com. 2018.19

Sr. No.	Roll No	First Name		
1	501	AGRE TEJAL KISAN KANCHAN		
2	502	ANWARI SALIM JUNAID SHIREEN		
3	503	ASHTAMKAR DNYANDEV NARAYAN VASANTI		
4	504	ASHTAMKAR GEETA SANTOSH SWATI		
5	505	BHAGADE PRATHAMESH LAXMAN LIMA		
6	506	BHUWAD SHWETA SHARAD SHITAL		
7	507	CHOUGLE HUMA DOSTMOHAMMED FATIMA		
8	508	DALVI SWATI SURESH SHWETA		
9	509	DESAI SANKET SAINATH SHARADDHA		
10	510	GANVE RINA RAJENDRA RACHANA		
11	511	GOVALE RITESH RAMESH RASHMI		
12	512	HARIJAN SHIVA RAMDAS RADHIKA		
13	513	JADHAV AMRUTA SUNIL PRIYANKA		
14	514	JADHAV VIRENDRA HARISHCHANDRA JAYSHRI		
15	515	JADHAV VISHAL NANDU SITA		
16	516	KADAM POONAM PRABHAKAR PRATIKSHA		
17	517	KADAM RUPESH RAMESH VAISHALI		
18	518	KASARE ANJALI VILAS CHHAYA		
19	519	KHADE SHRIKANT DATTARAM DARSHANA		
20	520	KHOPATKAR SURAJ SANDESH SANGITA		
21	521	KODAPE RUTUJA RAJESH PUSHPA		
22	522	KULAPKAR JAYESH GANESH CHANDRA		
23	523	KUNBI SAQIB SAADAT NAFISA		
24	524	LAMBE MUSTAQUEEM KHALIL AFROZA		
25	525	LOKHANDE PRANIL PRAKASH NANDA		
26	526	MAHADIK DIVYA VIJAY VAISHALI		
27	527	MAHADIK PRAJAKTA VASANT UJWALA		
28	528	MHAISKAR SALAM SALIM GULNAZ		
29	529	MOHITE NILAM YASHWANT SUJATA		
30	530	PARKAR FAHIMAHMED KHALIL FIRDOS		
31	531	PAWAR SUNIL ZAPU SHARDA		
32	532	RAJVILKAR RUCHILA RAMCHANDRA RAJESHRI		
33	533	RATATE DIPALI VISHWAS SUNITA		
34	534	SAIN SAKIB ALTAF AAYSHABI		
35	535	SALVI PRADNYA MAHADEO SHEVANTI		
36	536	SATHE ARBAZ DILAWAR RASHIDA		
37	537	SHAIKH JAVVAD MOHAMMAD WAHID GULNAZ		
38	538	SHIGAVAN PRASHANT ANANT ANITA		
39	539	SHIGAVAN SUNIL DHONDU DHANASHRI		
40	540	SUGADARE KALPESH RAMESH RESHMA		
41	541	TETWALKAR RUKHSAR MOHAMMED HUSAIN CHANDBI		
42	542	VANGULE OMKAR RAVINDRA RINA		



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