

R. Lakshminarayanan

An alumnus of IIT (Delhi) & IIM (Bangalore) he spent the first 10 years of his career in Retail Sales, New Product Development & Brand Management with Hindustan Unilever, International Best Foods & Smith Kline Pharma. He worked across categories like Personal Care (Ponds & Vaseline), Cycles (T I), Pain Balms (Amrutanjan), Beverages (Kasturi tea), Retail (Nalli Silks) among many others.

His brand portfolio included Motorola, Reliance Infocomm, Compaq, HP, Sify, Pepsi, ITC Foods, Madura Garments, Prestige kitchen-ware, Paragon Rubber, Henkel, Pond's, ITC Foods, Asian Paints, Acer, Intel and many more.

In October 2008, Lakshminarayanan set up his own Brand Consulting and Training outfit called 'Visa Lakshmi Consulting'. He is currently Chief Learning Officer (CLO) in iNurture Education Solutions Pvt Ltd, which he co-founded.

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Programme Venue: 2nd floor conference hall 3, Jayanagar

Delegate fees: Academicians Rs. 300/- & Students - Rs. 150/-

Registration time: 9:00 am

Mode of payment: Cash/DD in favour of 'JainUniversity, payable at Bangalore'.

For Registration and assistance,

Please Contact:

Mrs. Madhavi - 99865 93254 / Mr. Ashith - 96868 56995 / Mr. Sohail - 97407 67413

JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

Address: #44/4, District Fund Road, Jayanagar 9th Block, Behind Big Bazar, Bangalore - 560069

FACULTY DEVELOPMENT PROGRAMME on **MARKETING IS DEAD! Long Live Marketing!**

On 21st of January 2015



www.jainuniversity.ac.in

Email: fdprogrammeju@gmail.com

Redlounge
A Basket Option Venture

P: +91 80 4343 0902
F: +91 80 4343 0907

ABOUT JAIN UNIVERSITY

Jain University is promoted by the Jain University Trust. The Jain University Trust is managed by the JGI Group. Headquartered at Bangalore, the JGI Group represents a cluster of 85 vibrant educational establishments. After 23 years, the Group is today home to over 45000 students and 4500 staff members engaged at the P - 12, undergraduate & postgraduate levels across 64 campuses and centres of excellence.

Jain University (formerly Sri Bhagawan Mahaveer Jain College, SBMJC) is declared deemed to be University under section 3 of the UGC act, 1956 by the Ministry of Human Resource Development of the Union Government vide notification No.F-9- 57/2007-U.3 (A) Ministry of HRD, GOI December 19, 2008 & July 24, 2009.

Jain University brings in thought leadership with a blend of academic rigour and a hands-on applicability to real-world issues. The learning environment is enriched by a team of highly talented & motivated faculty and staff, and an illustrious leadership.

Jain University advocates sports as an integral part of the curriculum in conformity with the holistic vision. Talented students who have reached national & international standards or in some instances played in leagues or clubs in any sport are provided academic support and scholarship.

SCHEDULE

Sl.No.	TIMINGS	TOPIC
1	09.00 am - 09.30 am	Inauguration
2	09.30 am - 10.45 am	What happened to marketing when you were fast asleep?
3	10.45 am - 12.00 pm	What woke you up?
4	12.00 pm - 01.00 pm	Lunch
5	01.00 pm - 02.15 pm	What did you do after waking up?
6	02.15 pm - 03.30 pm	Why you cannot sleep again?
7	03.30 pm - 04.00 pm	Valedictory

WHO SHOULD ATTEND:

This programme will be a value addition to:

- Academicians
- Post Graduate Students
- Researchers
- Working Professionals

ABOUT MARKETING

We are living in an always on - on demand world. Information is democratized and the consumer is in control. Manufacturing is out sourced to behemoths like Foxconn with over 190000 workers in one factory going up to 300000 soon.

There are no boundaries. Country of origin is a misnomer. Components for a product is sourced from country A , assembled in country B , designed in country C, marketed and sold in country D (and perhaps A, B & C) and corporate taxes paid in country D.

Price is notional. With credit being freely available everything can be bought. It is about perceived value. It is about perceived benefit being greater than perceived cost. It is not about the product, but the need the product serves.

It is about creating customer value. It is about creating markets. It is about disruption-turning the value chain on its head.

THIS WORKSHOP AIMS TO CREATE A PLATFORM TO DELIBERATE ON THE FOLLOWING :

- What was marketing all about?
- Who has fallen behind and why?
- What are businesses doing to stay relevant?
- What needs to be done to stay ahead?

RESOURCE PERSONS: Mathew Anthony

Sir is the Academic Head – Creative Management at iNurture Education Solutions Pvt Ltd. Prior to joining iNurture he was Director – Direct Marketing with Aimia – the world’s largest loyalty management company with worldwide programs like Nectar in UK, Aeroplan in Canada and Air Miles in Middle East.

Sir has served in leadership positions at leading marketing communications agencies such as J Walter Thompson, Mudra Communications, Rediffusion Young & Rubicam and Ogilvy & Mather. His experience is spread over mainstream advertising, brand building, direct and digital marketing and loyalty management. He was involved in setting up Rapp India for Mudra Communications and Wunderman at Bangalore for Rediffusion Young & Rubicam. He also founded Datatalk Services; one of the first BPOs in Bangalore in 1994.