



# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu & Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)

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## Activity Report

On 27.02.2020 Department of Commerce with Business Analytics organized an Prasanta Chandra Mahalanobis Endowment Lecture on the title Marketing Insights. The session was explained through PPT. The students of B.Com (BA) attended the program. The resource person started the session by giving an Introduction about Marketing Insights. He highlighted how are Market Insights Used. He listed out the key market Insights such as

- Find new revenue sources
- Ensure messaging is reaching the precise customers for which it was tailored
- Develop marketing campaigns and pricing strategies
- Measure current performance against market potential



He gave some real time examples and discussed about customer insights and importance of customer insights. He gave some tips as to how to get Customer Insights. At the end of the session he clarified the queries asked by the students.



