



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI
POST-GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
in association with
POLLACHI CHAMBER OF COMMERCE AND INDUSTRY
Organize

PHYGITAL MARKETING EXPO-2K23

9 – 11, October 2023 | Bharathiar Arangam

Inauguration by

Thiru. G. D. GOPALAKRISHNAN

President, Pollachi Chamber of Commerce and Industry



9th October, 2023

Advisors

Dr. R. Muthukumaran
Principal, NGM College
&

Dr. P. Bruntha
Head & Associate Professor
Conveners

Dr. R. Manikandan
Dr. S. Shanmugapriya
Associate Professors



10:00 AM

Organizing Secretary
Dr. M. Chithirai Selvan
Dr. G. Gnanaselvi
Dr. P. V. Nandhini
Ms. P. Karthika
Ms. M. Kesavy

Assistant Professors
Organizing Members
Students of ABLE Association

All are cordially invited

IQAC/2023-24/OCT/112

Report

The PG & Research Department of Commerce organized a three day expo on “**PHYGITAL MARKETING EXPO-2K23**” from “**9-11 October**”, jointly with chamber of commerce and industry at Bharathiyar Arangam showcasing a new marketing strategies. The Resource person G.D.Gopalakrishnan, is a Chamber and NGM college Alumni Association President inaugurated the Expo in the presence of Principal Dr.R.Muthukumaran and Dr.P.Bruntha Head Pg and Research Department of commerce and all the faculty members and students of Able members. Kudos to the members of Association of business leaders and entrepreneurs(ABLE), who were instrumental in this innovative initiative. Around 2000 visitors including school and college students, who were wonderstruck to see the exhibits besides explanation given by Able Members about the 27 glimpses of products and services. The Expo focuses on both physical and virtual presence of modern marketing techniques which had about 40 stalls including the participation of local entrepreneurs and the NGM model of “I Love NGM” and “My College, My Pride”.

GLIMPSES OF EXPO

1

Evolution of Marketing discusses the five stages of marketing evolution. Marketing channels and marketing components are also covered.

Traditional Marketing The promotional approach that uses offline materials to reach the people is portrayed. Few of the eighteen stages of traditional marketing are clearly demonstrated in the expo.

2

3

Modern Marketing concepts are exhibited with pertinent examples. The uses of contemporary marketing via social media apps are also demonstrated.

Agricultural Marketing The services involved in moving an agriculture product from the farm to the end consumer are illustrated. Additionally, the presentation highlights the traits, types and challenges of Indian agricultural marketing.

4

5

Digital Marketing The marketing activities conducted using electronic devices that utilize computers; particularly online marketing activities conducted via internet are portrayed. The origin and types of digital marketing are also displayed.

Social Media Marketing (SMM) The development of SMM, Strategies of SMM, Channels of SMM, 7C's of SMM, SWOT Analysis, Pillars of SMM and Logos of social medium are

6

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Service Marketing The different types of service marketing is shown using appropriate examples and exhibits.

International Marketing The modes and approaches of international marketing are illustrated using charts and exhibits.

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Traditional vs. Modern Marketing The ways in which items were made available to people in the past and the ways in which they are provided in contemporary markets are both depicted.

GLIMPSES OF EXPO

10

Market Research Technique The common methods of market research techniques like interview, questionnaire, focus groups and customer observation are exhibited.

Market Segmentation The types and bases of market segmentation are described using charts and exhibits.

11

12

Market Entry Strategies The plans and approaches that businesses use to enter new markets, either domestically or internationally are demonstrated here.

Market Sizing The significance of market sizing, types of market sizing, market sizing icon, strategies of business 3D model and market size growth are exhibited.

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Market Share Analysis The tools used, types of market share analysis and strategies to enhance market share are portrayed.

Market Trend The models of marketing trends including traditional, current and future marketing are demonstrated.

15

16

Market Forecasting Techniques The benefits and methods of forecasting are exhibited. Also, the forecast for robotics market, customized product, bus model for future and milk bikies are shown.

Competitive Analysis The direct and indirect analysis, steps in competitive analysis, competitive intelligence analysis and the various benefits of competitive analysis are presented.

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Consumer Behaviour The concept of consumer behaviour, types of consumer behaviour and psychological factors affecting consumer behaviour are shown. Also, the aspects like colour psychology, impact of TV advertisement, etc. are presented.

GLIMPSES OF EXPO

19

Product Development The various stages of product development are shown with pertinent examples.

Pricing Strategies The several kinds pricing strategies, significance of pricing strategies and, the factors that affect them are all illustrated.

20

21

Advertising Strategies The types of advertising tactics, methods and steps in advertising strategies are displayed. Additionally, the popular brands that have benefited from successful advertising are also illustrated.

Brand Positioning The several brand positioning tactics, brand positioning creation and brand positioning map are exhibited. Examples are provided using the Apple and McDonald's model.

22

23

Product Life Cycle The various stages of product life cycle are illustrated with the appropriate charts and exhibits.

Customer Relationship Marketing The ultimate guide to customer relationship marketing, evolution of CRM, strategies to attract customers and customer journey are all illustrated.

24

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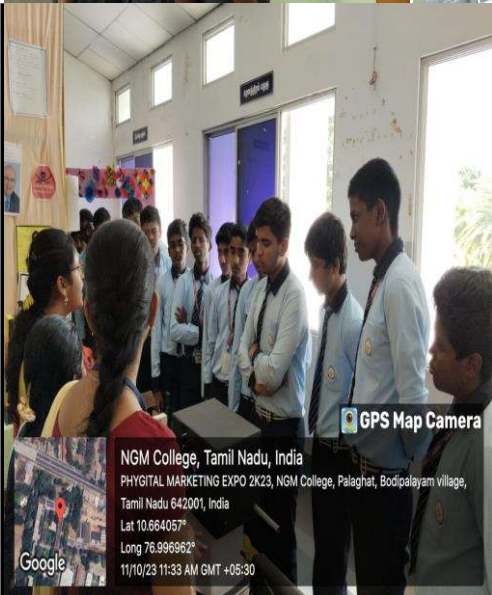
Marketing Logistics The process of marketing logistics, steps in marketing logistics and seven R's of logistics are demonstrated.

Customer Satisfaction Factors influencing customers' satisfaction, significance of customer satisfaction, a model of customer satisfaction and a feedback form for customer satisfaction are all presented.

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Government Schemes The various government schemes are displayed, specifically the Rozgar Mela Scheme, Indian International Skill Centre and UDAAN Schemes.



TRINITY MIRROR



The PG and Research Department of Commerce of Pollachi Nallamuthu Gounder Mahalingam College jointly with Pollachi Chamber of Commerce and Industry organised a three-day 'Phygital Marketing Expo' at their campus showcasing new marketing strategies. Chamber and NGM college alumni association president G D Gopalakrishnan inaugurated in the presence of principal Dr R Muthukumaran and Commerce HoD Dr P Bruntha besides Associate Professor Dr R Manikandan.

NGM students showcase marketing the "Phygital" way

M Rafi Ahmed

Phygital is going to be the way of the future, said Hyderabad based Mahindra University Vice Chancellor Dr Yajulu Medury. This observation assumes significance in the wake of the three-day expo on phygital marketing jointly organised by Pollachi NGM college and Chamber of Commerce and Industry held recently at its campus. Kudos to the members of Association of Business Leaders and Entrepreneurs (ABLE), who were instrumental in this innovative initiative.

Aimed at creating an omnichannel experience for customers, the exposition witnessed over 2000 visitors including school and college students, who were wonderstruck to see the exhibits besides explanation given by the ABLE members (commerce faculty students) about the products and services. This, according to the dynamic principal, gave an insight into this novel concept and experience to the students.

All the more, the expo focuses on both physical and virtual presence of modern marketing techniques. Thanks to the faculty members for guiding the members of ABLE in making think in a different perspective and involving

them in preparing the concepts for the expo which had about 40 stalls including the participation of local entrepreneurs. Sources pointed out that ABLE established 15 years ago is quite active till now.

Significantly, the expo gave visitors a chance to infer about both classic and contemporary marketing strategies which benefited students of all disciplines. Moreover, the students used charts, exhibits and LCD presentations to give details about the concept. No doubt, phygital aims to combine the best aspects of digital and physical commerce to create the ideal integrated experience for the consumer and new opportunities for retailers and marketers.

Infact, Phygital marketing and retail strategies is becoming the lifeline to save struggling brick-and-mortar stores, and some level of phygital implementation is likely necessary for the continuation of physical storefronts. It is learnt that phygital has a strong appeal with millennial and Generation Z consumers found to be digitally connected to a great extent.

The glimpses of expo brought to the fore modern marketing concepts which were exhibited with pertinent examples and the uses of three contemporary

marketing via social media apps were also demonstrated by the commerce students while not to speak of illustration of agricultural marketing services that involved in the movement of an agriculture product from farm to the end consumer. Besides, a 360-degree selfie and video booth was set up for the students. Also, the students displayed the NGM model of "I love NGM" and "My college, My pride".

According to a marketing expert, the phygital experience lets a customer make a phone call, then communicate on a social media platform and send an email, without the company losing the thread of communication or a sense of the customers' issues associated with it. This will add value by augmenting digital experiences with human connections and physical enhancements.

Again to the words of Dr Yajulu Medury, "this blended pedagogy mechanism, called phygital will definitely make inroads into the educational institutions as it allows flexible teaching and learning in the new world we are entering". Undoubtedly, Phygital is a journey and not a destination which involves evaluation, improvement and response to the market.