



B.L.D.E. Association's
Smt. Bangaramma Sajjan, Arts and Commerce College for women, Vijayapur
B.Com Programme



REPORT ON SPECIAL LECTURE
ON
IMPLEMENTATION OF 4Ps IN MARKETING

15th July, 2019

FOR B.COM STUDENTS

REPORT BY

Dr. Jayashree.R.Kotnal
Assistant professor

B.L.D.E. Association's
Smt. Bangaramma Sajjan Arts & Commerce College for Women, Vijayapur.

Cell.No:9141117516

E.Mail:jrkotnal@gmail.com



The Special lecture was conducted to 1st semester of B.Com students on the topic of implementation of 4P's in Marketing on 15th july, 2019 in lecture hall 03.



The special lecture session started with introduction of Resource person to the participants which was followed by every individual participant.

Dr. Mukund Mudargi, Co-ordinator of PG Center, Rani Chanamma University, Vijayaypur, he started his topic on **“Implementation of 4P's in Marketing”**,

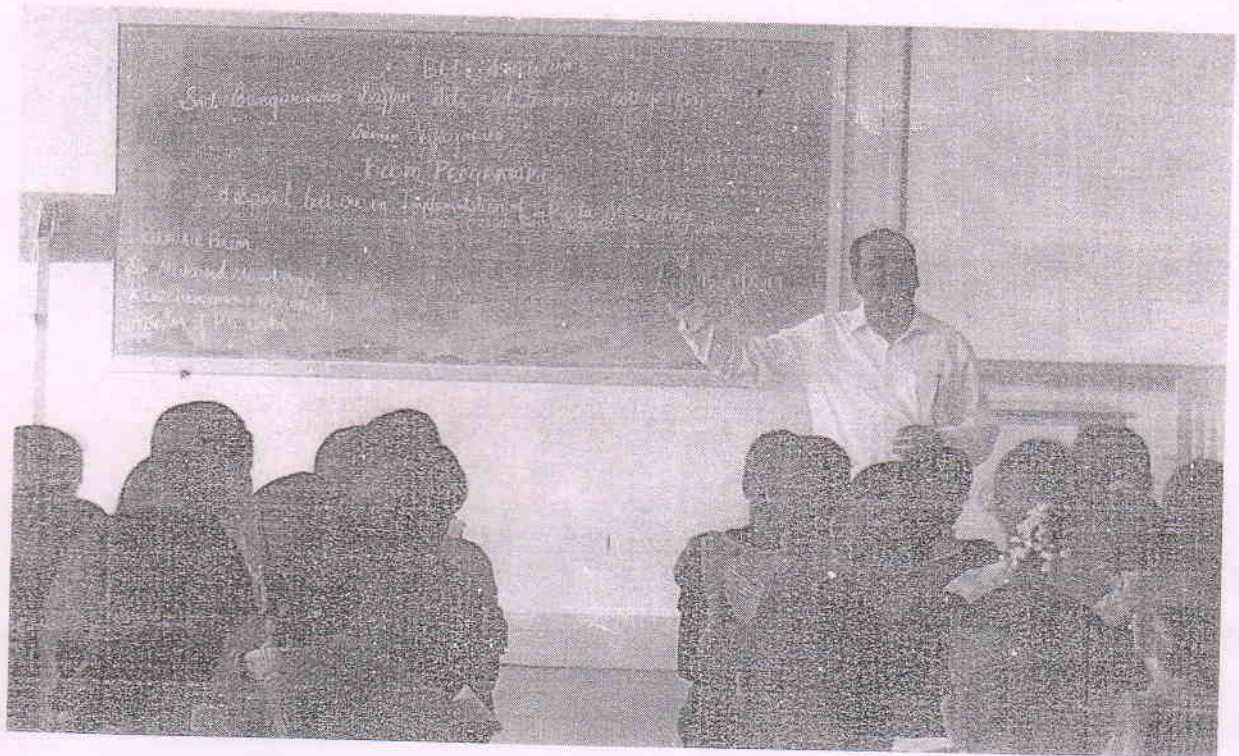
the four P's of marketing (4 P's), otherwise known as “The Marketing Mix”, are a set of tools that help companies gain advantage within the marketplace. The 4 P's are put in place to help maximize a product's potential. The 4 P's include price, product, promotion and placement.

The Purpose of the Four P's

The four P's are a tried-and-true formula for an effective marketing plan. The reason the 4 P's were developed decades ago was to determine a specific recipe or



"marketing mix" that will satisfy both the needs of the customer and the retailer's needs. This recipe has proven to be successful when properly determined and utilized.



After end of the session sir has made an interactive with the students. And students have positively responded to sir.

Lastly Smt. Rekha Malalimath proposed the vote of thanks.

[Handwritten signature]

B.COM
HEAD OF THE DEPARTMENT
BLDEA's S.B.S. Arts and Commerce
College for Women, VIJAYAPUR

[Handwritten signature]

Principa,
BLDE Association's,
Smt. Bangaramma Sajjan Arts &
Commerce College for Women,
VIJAYAPUR - 586101.



B.L.D.E. Association's

Smt. Bangaramma Sajjan, Arts and Commerce college for women, Vijayapur - 586101

◆ Re-Accredited at the "A" Grade with CGPA 3.10 by NAAC

Affiliated to Akkamahadevi Women's University, Vijayapur

Email: bldeaccwb@rediffmail.com

website: www.bldeasbswc.ac.in Ph: 08352-253324



Event Special lecturer on Implementation of A.P.s in Marketing
 Day..... Date 15/July/2019 Time.....

S.No	Name of the Students	Roll No.	Class	Sign
1.	Sonal R. Suryavanshi		B.com III	Sonal
2.	Shilpa S. Hadpad		B.com III	Shilpa
3.	Akshata B. Hiremath		B.com II	Akshata
4.	Megha S. Kumbhar		B.com II	Megha
5.	Rukmini A. Satalagaon		B.com III	Rukmini
6.	Susikha B. Aheri		B.com III	Susikha
7.	Sushwita R. Bisadad		B.com III	Sushwita
8.	Sourammandevi S. Asangi		B.com III	Souram
9.	Daramma S. Karagol		B.com II	Deepa
10.	Demamnadepa B. Bisadad		B.com II	Demam
11.	Laxmi T. Koganaad		B.com III	Laxmi
12.	Pallavi M. Math		B.com III	Pallavi
13.	Deepali B. Nadagonda		B.com II	Deepali
14.	Susikha M. Pujari		B.com II	Susikha
15.	Supriya A. Koli		B.com III	Supriya
16.	Bhuvaneshwari B. Koyal		B.com III	Bhuvane
17.	Shruti S. Patil		B.com III	Shruti
18.	Savita S. Kerur		B.com II	Savita
19.	Shruti B. Pasodi		B.com II	Shruti
20.	Mangala V. Sindhe		B.com II	Mangala
21.	Laxmi S. Kamatagi		B.com II	Laxmi
22.	Rayisabaru A. Godewale		B.com II	Rayisabu
23.	Pavitra S. Yaranal		B.com II	Pavitra
24.	Gunita K. Chavan		B.com II	Gunita
25.	Kavita B. Pawar		B.com III	Kavita
26.	Savitri R. Belaragi		B.com II	Savitri
27.	Akshata P. Jog		B.com III	Akshata
28.	Vijayalaxmi B. Gabbe goud		B.com III	Vijayalaxmi
29.	Sushoma B. Pasodi		B.com III	Sushoma
30.	Shivani M. Ambekar		B.com III	Shivani
31.	Anita T. Hosamani		B.com II	Anita
32.	Pratiksha T. Kalse		B.com II	Pratiksha

Principal
 B.L.D.E. Association's
 Smt. Bangaramma Sajjan Arts &
 Commerce College for Women,
 VIJAYAPUR - 586101

HEAD OF THE DEPARTMENT
 B.L.D.E. Arts and Commerce
 College for Women VIJAYAPUR

S.No	Name of the Students	Roll No.	Class	Sign
33.	Renuka. G. Salawadagi		B.G.OmIII	R.G.G
34.	Vidhyashree. S. Sagai		B.com III	Vidyaashree
35.	Sarifa. B. Kori.		B.com III	Sarifa.
36.	Manjula. M. Hiremath		B.com III	Manjula
37.	Rajeshwari. G. Patil		B.com III	R.G.Patil
38.	Sudharani S. mandpur		B.com III	Sudharani
49.	Vidya S mali		B.com III	Vidya
40.	Brinda. A. Kama		B.com III	Br.A. Kama
41.	Veena H. Dyavappaal		B.com III	Veena
42.	Amruta. A. Talikoti		B.com III	Amruta
43.	Pooja. M. Shezakhane		B.com III	P.M. Shezakhane
44.	Shruti. A. Mali		B.com III	Shruti.M.I
45.	Akshata. M. Khandagle		B.com III	A.M. Khandagle
46.	Soujanya. D. Bumbule		B.com III	Soujanya
47.	Survaena. P. vanikihal		B.com III	Survaena
48.	Samakka. N. Tamakhandi		B.com III	S.N.T
49.	Akshata. S. Bonnur		B.com III	A.S. Bonnur
50.	Ashwini. N. Bonatti		B.com III	Ashwini
51.	Shruti. G. Kannoli.		B.com III	Shruti
52.	Renuka. C. Mulasavalagi		B.com III	R.C. Mulasavalagi
53.	Samita. N. Haravan		B.com III	Samita
54.	Ganga. P. poojai		B.com III	G.P. Poojai
55.	Vidyaashree. S. Srauwad		B.com III	Vidyaashree
56.	Prerna. D. pujaei		B.com III	P.D. Pujai
57.	Bhuvanashree. S. Saramwar. M		B.com III	B.S.M.
58.	Bhagyashree. K. mukarthal		B.com III	B.K. mukarthal
59.	Sudha. S. Kagal		B.com III	Sudha
60.	Pratibha. N. Lalali		B.com III	P.N. Lalali
61.	Prerna. N. Airodagi		B.com III	P.N. Airodagi
62.	Sonali. A. Mujawal		B.com III	Sonali A
63.	pooja. B. radas		B.com I	P. Radas
64.	Pavitra. Kadhe		B.com I	Pavitra
65.	Kanya. Kals		B.com I	Kanya
66.	Megha. Kambale		B.com I	Megha
67.	Meha. B. esalatti		B.com I	Meha
68.	Pavitra. Patil		B.com I	Pavitra
69.	Laxmi. Patil		B.com I	Laxmi
70.	Pavitra. Yassal		B.com I	Pavitra
71.	Pavitra. Nikali		B.com I	Pavitra
72.	pooja. Chinabale		B.com I	Pooja
73.	Mangala. S. adhe		B.com I	Mangala
74.	M. S. Shivani		B.com I	M.S.S.
75.	Prerna. Halasani		B.com I	Prerna
76.	Rakha. Chavari		B.com I	Rakha
77.	Reeta. Karsani		B.com I	Reeta


B.COM

HEAD OF THE DEPARTMENT
BLDEA's S.B.S. Arts and Commerce
College for Women, VIJAYAPURA


Principal,

BLDE Association's,
Smt. Bangaramma Sajjan Arts &
Commerce College for Women,
VIJAYAPUR - 586101.