

## **Name of the Activity: Student Development Activity**

### **Title: SDP Programme on Marketing Mix (4P's) of Different Companies**

**Date:** 20.02.19

#### **Summary**

Student Development activity was organized on *4P's of different companies* by students of school of Business Management. Students were prepared different strategies which companies are adopting to market their products and services. These strategies about 4P's i.e Product, Price, Promotion and Place of different companies. Students selected the companies like Hyudai, Mahindra, Amul, Jersy, Hatsun, Loreal, Lakme, Cocacola, Pesi, Paperboat, Hitachi, L.G, Voltas, SBI, ICICI, Axis(7P'S), Xioami, Apple, OnePlus, Nike, Reebok etc. and presented in the form of Poster Presentation

#### **Photograph:**

