

The Marrecus Line

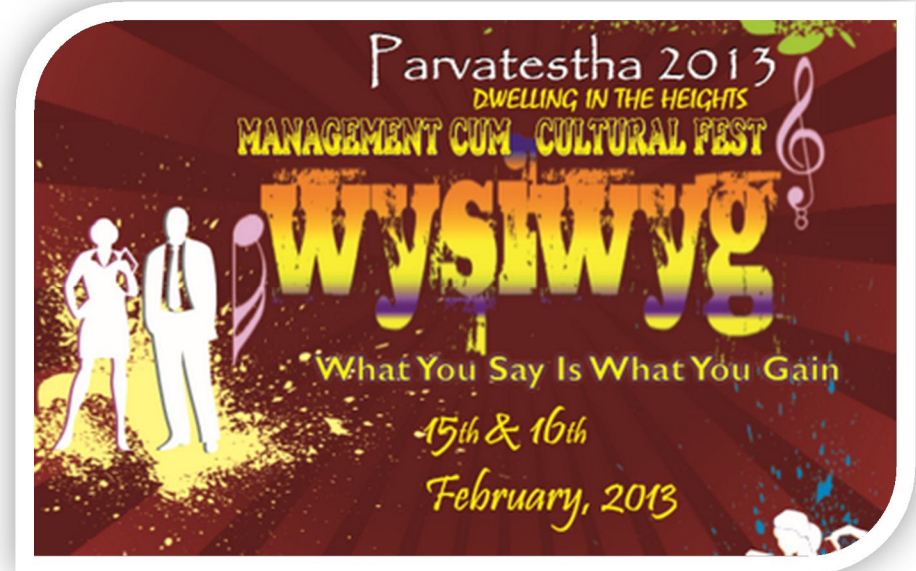
Monthly Newsletter of I.T.S. MARKETING CLUB



NACC 'A' GRADE Accredited
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I.T.S MANAGEMENT & I.T. INSTITUTE
MOHAN NAGAR GHAZIABAD

January 2013
Volume 1 Issue 11



Visit - <http://its.edu.in/> for more info.

Permission Marketing ...2

Marketing Quiz

Business Personality- Krishna M. Ella

Newly Launched Product

Career Plus

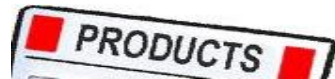
Star Product of the Month

Readers Point

Shelf Space



Next Generation Product



3 step for starting a blog



Testimonials



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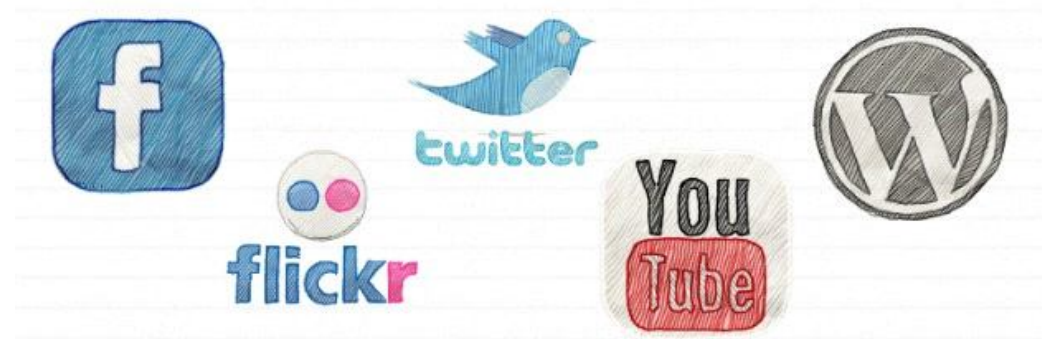
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Permission Marketing Is the Future of Online Advertising

The concept of “Permission Marketing” is not new; in fact, Seth Godin’s 1999 book about “turning strangers into friends and friends into customers” seems remarkably prescient in today’s age of “Friending,” “Liking,” and “Following.” Godin told the (then e-mail-dominated) interactive industry, “By talking only to volunteers, Permission Marketing guarantees that consumers pay more attention to the marketing message. It serves both customers and marketers in a symbiotic exchange.” Today, technologies like Facebook Connect is helping to redefine the concept of permission marketing. Using these technologies, brands, retailers, publishers and other sites are able to actively establish a permission-based relationship with their users and customers on their own websites. Now websites have the opportunity to embrace transparency, to be upfront with people during the registration process about how their data will be used, as well as how it will benefit both parties.

We have a new generation comfortably using Facebook and other mobile apps and who, according to recent survey data, are quite willing to share personal information with companies and brands in exchange for value provided. They are also relatively unconcerned about the security of data they share on social networks. The bottom line is that this type of authorization-based relationship between brand and user is likely to become the norm.

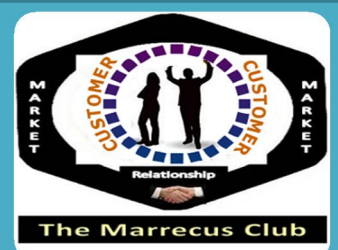
Social Sign-On



While Social registration, also known as Social Sign-On, is the foundation for this new relationship-based model, the layers on top of that foundation are the most promising for the future of advertising. In addition to basic demographic targeting, sites could offer advertising based on interest data, targeting movie fans or iPod fans for example. Sites could also sell against social influence and activity- factors such as the number of friends, propensity to share and history of driving referral traffic, or even the number of items “Liked” as an indicator of engagement. Reward programs driven by game mechanics are a key part of the nurturing process in this new model, where a loyal, engaged and most importantly non-anonymous audience is the new currency of advertising.

Sites and brands need to ask themselves: What am I offering people that they will truly value in exchange for permission to talk to them as a friend and not an anonymous user? Badges may not be right for every site experience, but successful apps and other web experiences like those on The Huffington Post prove that it is not an unattainable goal.

As with all new models, there are challenges to address. Sites need a critical mass of users to grant them these permissions in order to sell advertising effectively. Privacy concerns with social network data will evolve over time and regulatory pressure will certainly cause the interactive industry some headaches as we move to a new equilibrium. But it is inevitable that a permission-based model will prevail, and those that are able to rapidly embrace this model and experiment with its possibilities will win higher CPMs, new ways to differentiate against the competition, and a more loyal audience.



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Born – April 03, 1942

Name – Krishna M. Ella



Krishna M. Ella is a first generation, Indian entrepreneur, modern scientist and founder of Bharat Biotech International Ltd and Ella foundation. Dr. Ella was born to a Telugu agricultural family in Tamil Nadu, India. He is married to Suchitra and has a son and a daughter.

Dr. Krishna M. Ella pursued his early education in India and acquired his Postgraduate Degree in Agricultural Sciences with Distinction and Gold Medals. After working with Sandoz (I) Ltd and Bayer, he moved to the US for Higher Studies on a Rotary Foundation Scholarship.

Dr. Ella was awarded his Doctorate from the University of Wisconsin-Madison in Molecular Biology. He received the National Research Service Award from the National Institute of Health, Bethesda, Maryland and became a part of the Research faculty at the Medical University of South Carolina- Charleston.

As a scientist par international standard, well versed in the Plant/Human/Yeast systems, Dr. Ella has more than 30 scientific publications to his credit in peer reviewed academic journals. His expertise in Gene Expression Systems has been well acclaimed and demonstrated, internationally.

He is a member of various high level Commissions viz., X Five Year Plan – Biotechnology, Government of India, Co-chair, Human Resources & Innovation, National Biotech Policy, GoI (2004-05), Co-chair, High Technology Cooperation Groups (HTCG) – Indo-US Governments, National Task Force – Industrial Biotechnology, GoI and member of Confederation of Indian Industry's National Council on IPR. Chairman of Federation of Indian Chambers of Commerce and Industry (FICCI) – Biotech Committee, he is also the Advisor for many State Governments on Biotechnology.

Dr. Ella is the first recipient of the Best Entrepreneur of the Year, 2003. He founded and established Bharat Biotech International Limited in 1996 along with his wife Suchitra Ella. The Company today, is on the forefront of Indian Biotechnology engaged in R&D, manufacturing and marketing of vaccines and bio therapeutics.

AWARDS

- National Award for 'Best R&D Efforts in Industry' by the Department of Scientific and Industrial Research (DSIR)
- National Research Service Award
- Rotary International prize
- Indian Council of Agricultural Research Fellow
- Dr. K.C. Chatterjee Memorial Award' - Indian Pharmaceutical Association
- University Gold medallist for highest C.G.P.A., American Spring (ASPEE)
- Bio spectrum Award

'Marrecus Mantra' of the month by Personality of the month-

Success mantra – “Align with a partner to enhance core potential”

Certificate Course in Digital Marketing (Certified by IAMA)

PROGRAM CONTEXT:-

The Certificate Course in Digital Marketing helps you learn the practical aspects of using online marketing techniques. The course is certified by the Internet and Mobile Association of India (IAMA).

PROGRAM OBJECTIVES :-

The EduKart Online Course in Digital Marketing is a six month online course which leads to a Certification by Internet and Mobile Association of India and EKRE. The comprehensive certificate course in is offered by EduKart.com and certified by Internet and Mobile Association of India (IAMA). The course has been made with detailed inputs and feedback from current and former employees of Facebook, LinkedIn, inMobi, Paytm.Com, One97, HealthKart.com and more.

The course is a practical guide to use digital marketing to effectively reach out to your internet audience while building your brand and generating sales.

This course builds the understanding of the digital marketing and how to develop innovative strategies in displaying advertising, social media marketing, mobile and internet marketing, search engine optimization and marketing and website design to produce a higher response to your online marketing efforts. It also equips the participants with the basic understanding needed for practical digital marketing and sales as an entrepreneur or as a professional.

Career Graph:-

The successful participants are ready to be employed as marketing managers and associates where the role will include building and managing the digital marketing campaigns. You can find Digital Marketing jobs in any company which aims to promote its brand among consumers, or wants to reach out to its clients by using the internet and mobile. Target companies include ITC, Jet Airways, Max Life Insurance, Amazon, Kellogg's, Nestle.

FOR MORE INFO VISIT-

<http://www.edukart.com>

ABC analysis

An approach for classifying accounts based on their attractiveness. A accounts are the most attractive while C accounts are the least attractive.

Ajax

Stands for Asynchronous JavaScript and XML. Ajax is a programming language that allows for the updating of specific sections of content on a web page, without completely reloading the page.

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leadership

inclusiveness
caring

character
building

"Success is simple. Do
what's right, the right
way, at the right time.
Arnold H. Glasow

Newly Launched Products

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character

A-star Aktiv Maruti Suzuki's flagship export model. Maruti has new livery for the VXi and VXi AT versions, for an extra Rs 14,990. The A-star Aktiv will have a base price tag of Rs 4.22 lakh for the VXi trim version and Rs 4.73 lakh for the VXi AT, both ex-showroom Delhi. The A-star Aktiv sports 14 new changes on the inside and outside. Available in VXi and VXi automatic trim versions. A-star costs an additional Rs.99014.



Polaris Ranger RZR XP 900 Polaris has launch of the Ranger RZR XP 900 in India. The Ranger RZR S 800 was already a serious off-road performance machine with its high output 760cc twin-cylinder engine that generates 53PS of power. Imagine then what the 875cc DOHC motor generating 89PS of power will be like. At 540kg the Ranger RZR XP 900 does weigh 86kg more than the RZR S 800 but there is more than enough firepower to deal with the bulk. Its price is 91.36 lakh.



EaseUS Email Recovery EaseUS Software introduces an email recovery solution - EaseUS Email Recovery Wizard 2.1 to all computer users. If your emails of very important information get lost, unexpected losses might happen to your businesses. However, EaseUS Email Recovery Wizard is the one solution that can easily retrieve your deleted emails back and save you from financial or other loss. Email Recovery Wizard is an advanced tool to recover lost and deleted emails, folders, calendars, appointments,



LG Audio and Video CES 2013 LG Introduce powerful 2013 audio and video lineup, which will be on display at CES in Las Vegas. The outstanding new features the BH9430PW 9.1-channel speaker system, NB4530A Sound Bar, BP730 Blu-ray player with Smart TV features, the ND8630 Dual Docking Speaker and the NP6630 Portable Speaker. The BH9430PW is a high-quality surround sound speaker system designed to take the movie viewing experience to the next level. The NB4530A Sound Bar has a slim design with a black and silver finish, making it the ideal complement to today's slim-profile premium TVs.



Karbonsmart Tab Karbonsmart has launched an 8-inch tablet dubbed as Karbonsmart Tab 8- Velox which runs on Android Jelly Bean operating system; it has been priced at around Rs. 6799. Sporting an 8.0 inch TFT LCD Capacitive touch screen display with 1024x768 pixels resolution, this one from Karbonsmart comes with 1.5 GB internal storage. Memory of this tab can be expanded upto 32GB via MicroSD card. This tablet from Karbonsmart supports 3G via dongle. As far as connectivity is concerned, it comes with Bluetooth, Wi-Fi and HDMI output as well.



Loss Leader

A retail item advertised at an invitingly low price in order to attract customers for the purchase of other, more profitable merchandise..

D-Tag Line "We know your game" related to Star Sport



MARRECUS LINE

Marketing Quiz

1- Supply chain efficiency, a strong brand name and customer satisfaction are likely to be a source of:

- A) a strategic plan.
- B) a sustainable competitive advantage.
- C) a macro-strategy.
- D) a marketing plan.
- E) a SWOT analysis.

2- There are four overarching or macro-strategies that focus on aspects of the marketing mix to create and deliver value. Which of the following is NOT one of these overarching strategies?

- A) Customer excellence
- B) Locational excellence
- C) Financial control excellence
- D) Product excellence
- E) Operational excellence

3- If competitors can copy or match the products and services the firm offers, it will be difficult to develop a sustainable competitive advantage through product excellence. A firm can, however, develop an advantage through product excellence with:

- A) products with high perceived value.
- B) effective branding.
- C) effective positioning and reinforcing that image through merchandise, service and promotion.
- D) All of the above
- E) None of the above

4- A document that analyzes the current marketing situation, opportunities and threats for the firm, marketing objectives in terms of the four Ps, action plans and pro forma financial statements is known as a:

- A) positioning statement.
- B) unique selling proposition.
- C) situational analysis.
- D) annual report.
- E) marketing plan.

5- Of the five steps to the strategic marketing planning process, which step usually comes first?

- A) Evaluate performance.
- B) Define the business mission.
- C) Situation analysis.
- D) Identifying and evaluating opportunities.
- E) Implement the marketing mix.

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Answer of Marketing Quiz December 2012

- 1. Cinemax
- 2. Cheque transfer system
- 3. NYSE Euronext
- 4. Mumbai
- 5. Aamir Khan



Congratulation!

Devashish Sen

Office Superintendent
ITS Management and IT Institute
Mohan Nagar, Ghaziabad

Shahid Ansari

PGDM (20011-13)

Note: Price will be distributed in the next activity of Marrecus Club in the auditorium.

Complete the Marketing Quiz and mail us along with your photo at marrecusline@its.edu.in we will publish the winner name in next edition.

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Sony Vaio Duo 11

It's half-tablet, half-notebook, but all awesome. Sony briefly announced the VAIO Duo 11 at its IFA 2012 press conference in Berlin today. It's a powerhouse, too.

The Duo 11 will be available with several different Intel Core CPUs with the Core i7-3517U topping the range. Alongside the CPU will either be 4GB or 8GB of system memory with 128GB or 256GB SSD for local storage. But it's the 11.6-inch 1080p capacitive display that will surely attract the attention. Window 8 (or Window 8 Pro) will look fantastic on this device – and it should run well, too.

The slide-out tablet seems to be a classic Sony device with a fantastic industrial design, which will no doubt give the Surface some competition. However, like most classic Sony devices, it will probably be expensive.

Sony failed to detail pertinent release information about the upcoming device. A good design is only half the formula for success. A good price is equally important and Sony is no doubt waiting to see where Microsoft prices its upcoming tablet as well.

The devices are similar but the Sony features an important difference: an always-connected, backlit keyboard. The Duo 11 seems to use a retractable keyboard, but yet one that's very thin. Depending on how this keyboard works – Sony has yet to provide hands-on demos – it could provide the Duo 11 with a distinct advantage over the Surface with its fabric keyboard.

The Duo 11 ships with everything that's expected of an x86 platform: WiFi, Bluetooth 4.0, ethernet, two USB 3.0 ports, VGA out, HDMI out and a memory card slot. There are two cameras, front and rear, along with an optional extended life battery pack. It weighs just 1.3kg, which is nearly twice as much as the new iPad for those keeping track.



29 – 31
January
2013



IAAPI AMUSEMENT EXPO

Pragati Maidan, New Delhi, Delhi, India Basic Information For Visitors For Exhibitors Media Center Book a Hotel Event Profile Contact Organizer IAAPI Amusement Expo inaugurates its 13 year of success from 29th to 31st January 2013 at Pragati Maidan, Delhi. The event covers a huge area and showcases several services and products which have its great demand amongst the leisure and amusement sectors. There will be group discussions and each representative from the attending as well as from the exhibiting company will showcase their future plans and aspects on the growth of this industry. For motivating the fresh talents and hard work of the business professionals, National Awards for Excellence has been arranged within this show. The attendees will also receive the official publication of IAAPI namely Thriller which comprises of various information regarding the entertainment and amusement industries. Famous enterprises had come up and have joined this exhibition as sponsors and partners, which have proved to be a great helping hand to the organizer.

Exhibitor Profile

The exhibitors participating in IAAPI Amusement Expo will display the most likeable amusement and entertainment products, such as:

1. Dry rides.
2. Wet rides.
3. Gaming systems.
4. Animation tools.
5. Exciting amusement rides.
6. Coin operated games.
7. 3D tools.
8. Resort services.
9. Hotel and restaurant facilities.
10. Ticketing systems.
11. Shopping center services.
12. Real estate facilities.
13. Consultancy services.

Visitor Profile Visitor Registration

The visitors coming to IAAPI Amusement Expo will come across the high profile executives from the amusement and entertainment sectors. There will be:

1. Professional land developers.
2. Architects.
3. Amusement service providers.
4. Park operators.
5. Manufacturers of rides, games and other amusement tools.
6. Expert consultants.
7. Real estate professionals.
8. Retailers.
9. Representatives from leading shopping centers.
10. Hoteliers.
11. Restaurant executives.
12. Professionals from family entertainment center.

Release Show Promotions Organizer

Indian Association Of Amusement Parks & Industries
Iaapi Secretariat Flat No 7, Iind Floor, Radha Chs Teli Galli, Andheri (East)
Mumbai, Maharashtra, India
Tel: +(91)-(22)-65231643
Fax: +(91)-(22)-26827831

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A market is never saturated with a good product, but it is very quickly saturated with a bad one.
Henry Ford

I T C Limited

History and Evolution

ITC was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. The full stops in the Company's name were removed effective September 18, 2001. The Company now stands rechristened 'ITC Limited'.

The Company's beginnings were humble. A leased office on Radha Bazar Lane, Kolkata, was the centre of the Company's existence.

Management

The Chairman of I T C is Shri Y.C. Deveshwar.

Shareholder's Value

I T C in 2011-12

- Profit Before Tax over Rs.8,800 crores
- Gross Income more than Rs.36,000 crores
- Market Capitalisation over Rs.1,77,000 crores
- Profit After Tax Rs.6,162 crores
- Return on Capital Employed 45%

Products

•FMCG

- Cigarettes & Cigars
- Foods
- Lifestyle Retailing
- Personal Care
- Education and Stationery
- Safety Matches
- Agarbattis

•Hotels

•Paperboards & Speciality papers

•Packaging

•Agri Business

- Agri Commodities & Rural Services
- Agri Business-ILTD
- e-Choupal

•Industry Technology

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Samsung Galaxy S4 likely to have Eye Pause and Eye Scroll technology

Eye Pause for Galaxy S4

It would be something if you are watching a movie with your eyes are focused on its scenes and all of a sudden someone calls your name diverting your eyes direction from display to that person, the movie would automatically pause. This could be applied to games, apps or something else too.

Eye Scroll for Galaxy S4

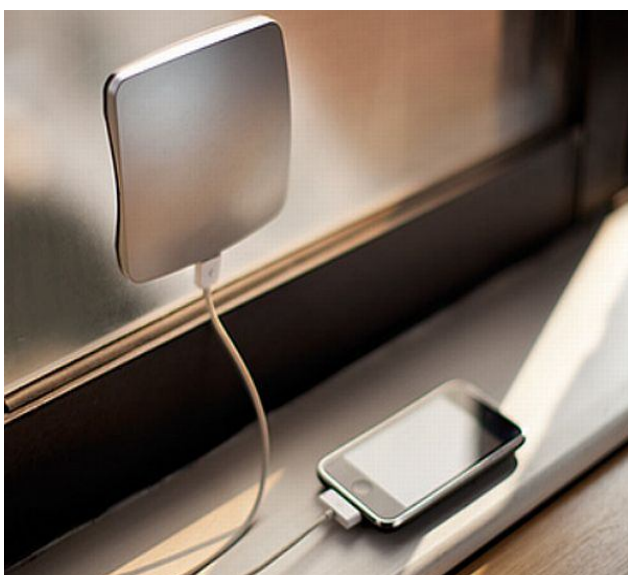
It would work like assuming you are scrolling a web page on your smartphone or tablet and as you reaches the end of page Eye Scroll technology automatically gets you land on next page.

Still these patents could specifically be told only by Samsung and we have to wait for this exciting technology, a thrilling one for sure for gadget lovers.



Solar Window Charger concept powers your iPhone sustainably

Solar energy undoubtedly is one of the best eco-friendly discoveries in the world. The XD Design solar window charger uses the solar energy to the optimum level. This window charger can be attached to the window easily and it comes with a small as well as big USB output. The charger works on a simple mechanism - the outside body catches the sunlight and the smoothly designed inside charges the gadget.



Start Your Own Blog In 3 Easy Steps- Faizan Ahmed PGDM 2011-2013

There are a number of free services available that offer free blog services. Sites like Blogger and WordPress only require a brief registration and set up. Once you determine a theme for your blog and a template, you're ready to begin posting. Posts are entries you make on your blog that are published instantly.



The most popular blogs focus on a specific niche and provide valuable information, content, and commentary that encourage interaction with blog followers.

Sign up for a blog service. Begin development of your blog by signing up for Blogger or WordPress. Once you have an account, you can quickly set up your blog. Consider the goal of your blog and what type of commitment you are willing to make. Start small and be consistent.

Determine how you will monetize your blog. If you want to use your blog to generate revenue, there are a few techniques you can apply depending on which platform you're using. One of the most popular methods of monetizing your blog is with the help of Google AdSense. This is a popular option and very easy to add to your blog. Not only does it generate a small amount of revenue for you on a weekly basis, but it also provides relevant links based on your posts.

Another great way to monetize your blog is through paid links. The concept of offering paid links is pretty straight forward. You create a section of your blog that lists recommended sites. In this list, you only place links that people have paid you to post. There are some tools you can use to automate this process. I simply add a link to a post that says, "How to post your link" with directions and a pass through to a Paypal page. You can set up a single time payment or subscription, allowing would be advertisers the opportunity to purchase a link on your blog monthly or for a longer period of time.

Many individuals are monetizing their blogs by using pay per post or other blogging network. Essentially, advertisers search for bloggers who are willing to write a post to promote their product and services or brand. You can sign up for one of these networks quite easily and be contacted when advertisers feel that your blog would be ideal for distributing a message. You write a blog post and get paid for doing so.

Testimonials:

Nothing beats an independent opinion of one's services.

Below are the testimonials from just a few of our Happy Readers.

I Love to reading newsletter it provide the information about the new products and its articles are informative... Happy Reading



Satish Kumar
PGDM (2011-2013)

Send us your article not more than 400 words along with a photo at: marrecusline@its.edu.in

We will publish in next volume, winning articles will get prizes.

We welcome your suggestions, feedback, stories etc.

 Follow us on Facebook. www.facebook.com/MarrecusLine

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