

The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NACC 'A' GRADE Accredited
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INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR GHAZIABAD

April 2013
Volume 2 Issue 01



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Marketing Quiz

Business Personality- Ekta Kapoor

Newly Launched Product

Career Plus

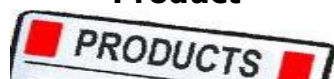
Star Product of the Month

Readers Point

Shelf Space



Next Generation
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Email Marketing



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In the area of online marketing, there are many different tools that you can use. Payper-click campaigns, banner ads, article marketing and email marketing are just a few of the options that you have available. Of the most prominent marketing methods available, email marketing is one of the most effective strategies that you can apply to your business. Why exactly is email marketing such a powerful way to market to your customers? Let's talk a little about how it works.

How Email Marketing Works?

Email marketing is a discipline in which you gain access to a list of email addresses of individuals. Once you have the list, you then send out email messages to these individuals to promote a product or service. Typically, a link to your website is included in the email so that the recipients of the messages can click directly on the link and be taken to your site to make a purchase or engage in some other action.

Email Marketing Is Highly Targeted

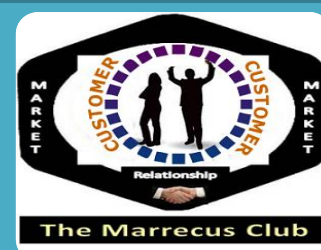
One of the major advantages of using this type of marketing is that it is so highly targeted. When you send emails out to a list of subscribers, you are sending messages to people who are receptive to what you have to offer. They have voluntarily signed up for an email list and they want to learn more about a specific topic. This means that you are not just cold marketing or sending your message out to the masses. Instead, you are actually sending messages to people who want to receive them. This vastly increases the conversion rate of your marketing efforts and makes it so that you can sell more products or services to your email list.

Easy To Procure – Purchasing Access To An Email List

Another reason that this method can be so effective is because you can essentially gain access to any list that you are willing to pay for. While you always have the option of building your own email lists, this can take some time. Depending on your situation, you might just want to skip over this and buy an email list from someone else who has already developed it. Once you do this, you're essentially able to skip to the front of the line just by paying a small access fee.

Email Marketing Is Cost-Efficient and Effective

In many cases, email marketing is also one of the most affordable ways for you to get your message out to a large audience. If you are trying to market to a specific audience, you can end up paying a large sum of money through pay-per-click or some similar method. With email marketing, it's much more cost-effective.



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Born – June 07, 1975

Name – Ekta Kapoor



Ekta Kapoor is the daughter of actor Jeetendra and Shobha Kapoor. Her brother Tusshar Kapoor is also a Bollywood actor. She did her schooling at Bombay Scottish School, Mahim and attended college at Mithibai College.

She has produced numerous soap opera, television series and movies. Her most popular path breaking soaps being Hum Paanch, Kyunki Saas Bhi Kabhi Bahu Thi, Kahaani Ghar Ghar Kii, Kasautii Zindagii Kay, Kaahin Kissii Roz, Kabhii Sautan Kabhii Sahelii, Kahiin to Hoga, Kis Desh Mein Hai Meraa Dil, Kasamh Se, Kkusum, Kutumb, Bandini, Kitani Mohabbat Hai, Tere Liye, Pyaar Kii Ye Ek Kahaani, Parichay—Nayee Zindagi Kay Sapno Ka, Gumrah – End Of Innocence and many others. She is currently producing Pavitra Rishta, Bade Achhe Lagte Hain, Mera Tera Rishta Purana and Jodha Akbar.

She ventured into Bollywood movie production in 2001 beginning with Kyo Kii. Main Jhuth Nahin Bolta . Kucch To Hai and Krishna Cottage based on supernatural themes followed in 2003 and 2004. Kyaa Kool Hai Hum starring her brother Tusshar Kapoor proved to be her breakout hit and went on to become one of the highest earners of 2005. She then went on to co-produce Shootout at Lokhandwala with Sanjay Gupta which became her profitable venture at the box office. Mission Istanbul and EMI – Liya Hai Toh Chukana Parega in collaboration with Sunil Shetty followed. The years 2010 and 2011 proved to be important for her with critical and commercial successes such as Love Sex aur Dhokha, Once Upon a Time in Mumbai, Shor in the City, Ragini MMS, Kyaa Super Kool Hai Hum and The Dirty Picture. Her upcoming productions include Ek Thi Daayan, Shootout at Wadala, Kuku Mathur Ki Jhand Ho Gayi, Lootera, Once Upon a Time in Mumbai Again, Ragini MMS 2, Shaadi Ke Side Effects, Milan Talkies, Main Tera Hero and The Villian

Personal Life-

Ekta Kapoor has been known to mix personal and professional life. One of her past actresses, Simriti Irani (Star of Kyun Ki Saas Bhi Kabhi Bahu Thi) had a spat and is no longer on talking terms. However, she has helped launch the career of many, including Prachi Desai, Ram Kapoor, and Ronit Roy, who have now all made the transition from soaps the Bollywood films. She is single, and though news outlets have linked her to Taimur Bajwa, a Punjabi Lawyer, she has stated that they were never in a relationship.

‘Marrecus Mantra’ of the month by Personality of the month-
“Success Mantra for Balaji Motion Pictures is to produce path-breaking cinema.”

Professional Diploma in Luxury Brands**The Structure**

Trimester 1: The modules are specially designed in consultation with the Luxury industry experts. The first trimester will familiarize the students with Luxury industry knowledge, Marketing and consumer behavior. Art and Aesthetic appreciation and student's communication skills will be nurtured to prepare them for the industry from the initial stage of the course.

Trimester 2: This trimester will cover the modules like Luxury Retail Management, Marketing Skills, Luxury Buying, Merchandising and Global Luxury Brand and Survey.

Trimester 3: Students will be taken to the advance level of Luxury Marketing & Retail Operations, Communication skills with a knowledge of Luxury PR and events, Digital Marketing & E-luxury in the third semester.

Eligibility:-

Graduate in any discipline with ambition to make mark in the Luxury goods and services industry.

The Future:-

Globally the Luxury Industry is at the stratosphere of Fashion & Lifestyle and have distinguished HNI's (High Network Individuals) customers including Hollywood & Bollywood film stars, Celebrities, Entrepreneurs, CEO's etc.

After the course, students can have a career as:

Luxury Brand Manger
Luxury Marketer
Luxury Store Managers
Luxury Shopping Consultants
Marketing and Sales Managers
Publicityand Luxury PR experts
Luxury Buyer or Merchandiser

Duration:-

1 Year

Admission Procedure:-

- Admission to the course is based on a 60-minute General Proficiency Test (GPT) in English language to demonstrate their proficiency in language (comprehension, vocabulary, and expression), basic mathematics, logic etc
- Successful candidates from the GPT are called for further screening through Personal Interview

Cost leadership:-

One of two generic business strategies; involves meeting competitors' product offerings with an offering of comparable quality and features, but beating the competitor on price.

Decision-making process:-

A logical procedure for identifying a problem, discovering alternative solutions, analyzing them, and choosing a course of action.

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leadership

inclusiveness

caring

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." Peter F. Drucker

Newly Launched Products

BMW variants in flagship 7 series

German premium automaker, BMW India has announced the launch of several new variants in its flagship 7 series in an event in Mumbai.

The company will offer a diesel powered variant of BMW 730Ld, which will be produced within the country at BMW Plant Chennai as well as petrol variants of BMW 740Li, BMW 750Li and the BMW 760Li, which are to be imported into the country through the CBU (Completely Built-Up Units) route. BMW 730Ld starts at a price of Rs 93 lac, while the BMW 750Li is available at

Rs 1.2 crore.



New Liquid E2 smartphone

Taiwanese electronics giant, Acer is planning to launch a new affordable quad-core smartphone called, Liquid E2.

The Liquid E2 comes with a 4.5-inch qHD IPS display with a resolution of 960x540 pixels and will be powered by a strong quad-core CPU clocked at 1.2GHz with 1GB of RAM. It will also come with MediaTek MT6589 chipset for enhanced performance and will be only 9.9mm thick and weighs 140 grams including the battery.



LG Optimus G Pro smartphone in India

South Korean manufacturer, LG has said that it is planning to launch the new Optimus G Pro flagship smartphone in the growing Indian market.

The company also announced that it will bring its OLED televisions to the Indian customers at the on-going the LG Tech Show 2013, where the company displayed its entire product range in the country. LG also showcased the upcoming models across different product ranges. LG will launch the OLED TVs within this year in the Indian market.



NOKIA LUMIA 720

Nokia has announced the launch of its new Lumia 720 smartphone, powered by Microsoft's Windows 8 platform in the Indian market.

The new addition to the company's Lumia line-up comes with a 4.3-inch ClearBlack Corning Gorilla Glass 2 IPS LCD display with a resolution of 480 x 800 pixels. The touch screen even works with gloves or long nails and wireless charging via a Wireless Charging Cover. The phone is aiming to attract new customers with a host of new features.



HONDA CHEAPEST BIKE- 'DREAM NEO'

Honda Motorcycle and Scooter India has announced the launch of its new Dream Neo commuter motorcycle, which is claimed to be the cheapest model in the country.

The new Dream Neo will be sold under the company's Dream Yuga commuter motorcycle family that also includes CB Twister. The new entry-level 'Dream' series motorcycle is powered by a carburettor-fed, four stroke, single-cylinder, 109cc engine and the company claims that it provides a mileage of 74 km per litre of petrol. g to attract new customers with a host of new features.

Price- Rs. 43,150



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Economies of scale:-

A production situation where the larger the scale of the operation, the lower the per-unit cost.

D-Tag Line "Where Vision Gets Built" related to Lehman Brothers



MARRECUS LINE

Marketing Quiz

- 1) Recently, PVR Ltd. bought a multiplex chain promoters' entire stake of 69.27 percent for ₹ 394.98 Cr. Which multiplex chain operator, PVR acquired?
 - a) Satyam
 - b) Cinemax
 - c) Wave Cinema
 - d) Big Cinemas
- 2) Which company launched a Brand campaign- 'Badhti ka naam zindagi' in 2012?
 - a) Axis Bank
 - b) ICICI Bank
 - c) HDFC Bank
 - d) IDBI Bank
- 3) Infosys will shift its American Depositary shares from the NASDAQ to NYSE (New York Stock Exchange) to give its European investors better access to its stock. What is NYSE's trading market called?
 - a) NYSE Euronext
 - b) NYSE Eurozone
 - c) NYSE Euro Ext
 - d) NYSE Europe
- 4) Name the Indian Billionaire who is following the footsteps of Warren Buffet and Bill Gates to become the first Indian to dedicate a majority of his wealth to philanthropy by signing up for the giving pledge?
 - a) Azim Premji
 - b) N R Narayanmurthy
 - c) Mukesh Ambani
 - d) Ratan Tata
- 5) Recently, which Oil and Gas company has created world record on drilling deepest water depth well?
 - a) Essar Oil Ltd
 - b) ONGC
 - c) Reliance
 - d) BPCL
- 6) 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.

Answer of Marketing Quiz February 2013

- (1). D- Research in Motion
- (2). A- Axis Bank
- (3). B- Infosys
- (4). A- Azim Premji
- (5). B- ONGC
- (6). D- Uninor



Congratulation!

Ashish
PGDM (2012-14)



Note: Prize 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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E-Tag Line "Shaping the future of steel" related to Arcelor Mittal



MARRECUS LINE

Samsung Galaxy "S4"

An enriched life is one filled with meaningful moments and the GALAXY S4 captures those special times and allows users to share them with friends and family. The GALAXY S4 has the **world's first Full HD Super AMOLED display** to showcase images at their very best. Its 5-inch large screen has 441ppi for stunning viewing quality.

Equipped with a 13 megapixel rear camera, the GALAXY S4 enables users to take pictures in several exciting different ways. '**Dual Shot**' allows simultaneous picture-taking of both front and rear cameras. Users can choose from a variety of frame effects which blend the two pictures naturally as well as outstanding shooting modes. '**Drama Shot**' enables users to see all the action in one continuous time-lapse image. '**Sound & Shot**' stores sound and voice in unison as the picture is taken so those special moments are captured in the truest form imaginable. While '**Animated Photo**' allows the user to take a series of shots, and pick one part of the photo to move while the others stay still.



Network	2.5G (GSM/GPRS/EDGE): 850/900/1,800/1,900MHz 3G (HSPA+ 42Mbps): 850/900/1,900/2,100MHz
Display	12.7cm Full HD Super AMOLED (1920 x 1080) display, 441ppi
Processor	1.6GHz Quad-Core Processor + 1.2Ghz Quad Core Processor.
OS	Android 4.2.2 (Jelly Bean)
Camera	Main (Rear): 13 Mega pixel Auto Focus camera with Flash & Zero Shutter Lag, BIS Sub (Front): 2 Mega pixel camera, Full HD recording @30fps with Zero Shutter Lag, BIS
Video	Codec: MPEG4, H.264, H.263, DivX, DivX3.11, VC-1, VP8, WMV7/8, Sorenson Spark, HEVC Recording & Playback: Full HD (1080p)
Audio	Codec: MP3, AMR-NB/WB, AAC/AAC+/eAAC+, WMA, OGG, FLAC, AC-3, apt-X
Camera Features	Dual Camera: Dual Shot, Drama Shot, Sound & Shot, Animated Photo, Eraser, Night, Best Photo, Best Face, Beauty Face, HDR (High Dynamic Range), Panorama, Sports
Additional Features	Group Play: Share Music, Share Picture, Share Document, Play Games Samsung Smart Scroll, Samsung Smart Pause, Air Gesture, Air View, Samsung Hub, ChatON (Voice/Video Call, Share screen, 3-way calling) Samsung WatchON Samsung Adapt Display, Samsung Adapt Sound Auto adjust touch sensitivity (Glove friendly)
Google Mobile Services	Google Search, Google Maps, Gmail, Google Latitude Google Play Store, Google Plus, YouTube, Google Talk, Google Places, Google Navigation, Google Downloads, Voice Search
Connectivity	WiFi 802.11a/b/g/n/ac (HT80) GPS/GLONASS NFC, Bluetooth® 4.0 (LE) IR LED (Remote Control), MHL 2.0
Sensor	Accelerometer, RGB light, Geomagnetic, Proximity, Gyro, Barometer Temperature & Humidity, Gesture
Memory	16GB User memory + microSD slot (up to 64GB) 2GB RAM
Dimension	136.6 x 69.8 x 7.9mm, 130g
Battery	2,600mAh

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17 – 19 May,
2013

TIMES EDUCATION Boutique 2013

Times Education Boutique

THIS IS THE GENERATION OF IPADS, IPHONES AND TOUCHSCREEN. IT IS THE NEW AGE DIGITAL WORLD. IT IS THE ONLINE GENERATION.

The world has come together. Innumerable career avenues have opened up. Competition has increased. Breaking away from the traditional path of education, students are in search of careers that define their attitude and interest. In this race of Race of Global Competition, it is very important to connect with the young generation, who have their goals set but choices...many!

Times Education Boutique does just that. This expo brings young minds, experienced guides and the best educational institutes face-to-face for optimum interaction and superior guidance.

Times Education Boutique has proved itself as the No. 1 Education Fair with its overwhelming response year on year. This year, Education Boutique promises to explore further and bring together the top notch institutes from the country and abroad to connect with their right audience.

Times Education Boutique 2013 will help you promote your institute on a large parameter. This Mega Education Fair will give you the opportunity to directly interact with students and parents on a one-to-one basis to understand their potential and interests and provide the right answers.

This expo provides the perfect platform to promote your institute, experience and expertise. We request you to confirm your participation at the earliest so that we can reserve the most premium space bookings for your institute.

Organizer:

Asian Business Exhibitions & Conference Ltd, 530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri West Mumbai-400053, Phone 022-40504900,

Email: vijay@abcindia.biz,

Website: www.abcindia.biz

Main Website: www.timeseducation.org

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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



T- SERIES

Mr. Bhushan Kumar - Chairman & Managing Director



About Company

Super Cassettes Industries Limited (SCIL), is a music company of India. It owns the music label T-Series. It is also a film production and distribution company. It later ventured into other consumer products.

T-Series is without doubt India's no. 1 music company and is unmatched when it comes to music quality and nurturing new talent. History bears the testimony that T Series has been instrumental and has left no stone unturned in bringing new talent into the music world. We at T-Series have a strange knack of recognising hidden talents which otherwise would have got lost in the crowd. T-Series has a unique distinction of working with legends like Jagjit Singh and Pankaj Udhas and also introduce young talent like Sherlyn Chopra into this glittering world of music and many more.....

History

It was established by Gulshan Kumar and is now run by his son Bhushan Kumar. It entered into film production in 2001 with the film Tum Bin. The first original film soundtrack released by it was for film Lallu Ram in 1984, with music scored by Ravindra Jain.

Later it ventured into manufacturing consumer electronics goods and audio-video systems also under the T-Series brand, until 2009. It then went into the mobile phone handset market.

Management

Present Status

The most precious assets are rights to over 2000 Video and 35,000 Audio titles, comprising of nearly 24,000 hours of music software carefully built over the years. And these, together with production facilities represent an effective thrust into film entertainment. Furthermore a Music Bank was initiated, the first in the country, to prove a storehouse of new titles, whenever and wherever it is needed.

4000 skilled personnel evince perfect camaraderie.

Diversified group with \$90 million in our core business of Consumer Electronics, CDs, Audio/Video Magnetic Tapes and Cassettes.

T-Series has been ranked as "India's No. 1 Music Company" by A.C. Nielsen-ORG-MARG

Its Copyright in respect of aforesaid Music and Video exists inter-alia for the territories of entire world and the said Copyright is valid and subsisting in T- Series favor.

T-Series into Movie Production



AASHIQUI 2



NAUTANKI SAALA !



I LOVE NEW YEAR



PATIALA HOUSE



KAJRAARE



KARZZZZ

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Samsung flexible screen phone



How it works

The screen uses organic light-emitting diodes, or OLEDs. Only a thin layer of these chemicals is needed to produce a bright, colourful screen. They're used in many Samsung phones already, though with glass screens. For the bendable phone, Samsung laid the chemicals over thin plastic instead of glass. That's a trick you can't pull off with.

Database Marketing- Vivek Jaiswal PGDM 2012-2014

Database marketing is a form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service for marketing purposes. The method of communication can be any addressable medium, as in direct marketing.



The distinction between direct and database marketing stems primarily from the attention paid to the analysis of data. Database marketing emphasizes the use of statistical techniques to develop models of customer behavior, which are then used to select customers for communications. As a consequence, database marketers also tend to be heavy users of data warehouses, because having a greater amount of data about customers increases the likelihood that a more accurate model can be built.

There are two main types of marketing databases,

1) Consumer databases, 2) Business databases.

Consumer databases are primarily geared towards companies that sell to consumers, often abbreviated as [business-to-consumer] (B2C) or BtoC. Business marketing databases are often much more advanced in the information that they can provide. This is mainly because business databases aren't restricted by the same privacy laws as consumer databases.

The "database" is usually name, address, and transaction history details from internal sales or delivery systems, or a bought-in compiled "list" from another organization, which has captured that information from its customers. Typical sources of compiled lists are charity donation forms, application forms for any free product or contest, product warranty cards, subscription forms, and credit application forms.

The communications generated by database marketing may be described as junk mail or spam, if it is unwanted by the addressee. Direct and database marketing organizations, on the other hand, argue that a targeted letter or e-mail to a customer, who wants to be contacted about offerings that may interest the customer, benefits both the customer and the marketer.

Some countries and some organizations insist that individuals are able to prevent entry to or delete their name and address details from database marketing lists.

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



Vivek Jaiswal
PGDM (2012-2014)

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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