



Marketing Escape Room

The Department of Marketing at G.L. Bajaj Institute of Management and Research organized marketing game competition- Marketing Escape Room on 6 October 2022. The main objective of this competition was to offer opportunity to students to test their understanding of concepts and learn the experience of the course through games. Students got to know about the new facets of marketing in this digital era. It also enabled the students to think out of the box and develop critical thinking and analytical skills. The winning teams- Spartan Army (Krati Singh, Himanshu Tiwari, Md Faisal, Arpit Tiwari, Tushar Malik, Prajwal Aulakh, Archana Singh, Tanya Gupta, Atul Tiwari and Ankit Singh),

Dalton Marketers (Sushmita Shresth, Mayuri Gupta, Vaishnavi Gaur, Anushree Jaiswal, Anjali Kumari, Avantika Gupta, Arkaprava Paul, Sakshi Shukla, Jaydeep Pachauri, Ruchita Shukla) and Marketing Musketeers (Nishi Tripathi, Vikas Saini, Komal Chabbi, Srishti Srivastava, Kaushal Kumar, Adarsh Prakash, Annu Raghav, Aman Raj, Ishani Singh, Ashutosh Kumar) won the appreciation certificates along with cash prizes. The faculty coordinator Dr. Surabhi Singh congratulated the winners and encouraged all the participants for enhancing their marketing acumen.



G.L. Bajaj Institute of Management & Research. PGDM Institute

Vision

To be an institute of global repute for imparting knowledge, skill sets, confidence and values for being self-reliant and pleasantly employable.

Mision

- To create a sustainable learning ecosystem to build cognitive potential.
- To inculcate quality leadership, corporate understanding and global competence.
- To inculcate entrepreneurial skills & startup attributes for the spirit of self reliance.

Tazurba 2022

GLBIMR organized 'Tazurba 2022- Value Your Internship' on 7 October, 2022, an Inter-Institute Summer Internship Project Competition where the final-year students pursuing higher education in management from various B-schools presented learnings and findings based on their summer internship projects. All the participating students explained the domain competencies learned during their internship and how they navigated through various situations. Some students also shared the challenges faced on field while collection data from respondents. In the Q & A round, the participants as well as the audience got to know about the missing gap and further scope of improvement.



The industry experts panel of Mr. Amit Kumar Singh, Senior HRBP Elucidata and Mr. Manvendra Singh Gaur, Clinical Value Specialist, Roche Diagnostics; India, evaluated all the presentations and congratulated all the participants for the wonderful work done. Dr. Sapna Rakesh, Director GLBMIR mentioned that internships play a major role to develop managerial competencies in the students and help them to learn tools and techniques for handling complex business problems. The winners – Jeremy John from Indian Institute of Rural Management, Jaipur; Khushboo Singh from G.L Bajaj Institute of Management and Research and Vibhor Bansal from Lloyd Business School, Greater Noida and were awarded with cash prizes and certificates. All the students from various colleges and universities such as Indian Institute of Rural Management, Lloyd Business School, Galgotias University, Greater Noida Institute of Technology, BIMTECH, Mangalmay Group of Institutions, Lloyd Business School, Institute of Integrated Learning in Management, Amity University and Sharda University, extended a note of gratitude to GLBIMR for this learning experience. The faculty coordinators–Dr. Nidhi Srivastava, Dr. Arpita Srivastava and Dr. Prachi Agarwal encouraged all the participants to avail such opportunities for maximizing the learning curve.





Fantast Fiesta | Freshers' Party

With melodious voices, zestful tango and gracious ramp walk, GLBIMR organized the fresher's party for Batch 2022-24 on 8 October 2022. Seniors interacted with the newcomers and tried to build rapport with the freshers. Different activities and games were organized, wherein first year students revealed their talents through various activities like ramp walk, dancing and singing. Seniors too showcased their performances as a token of appreciation for their juniors. The Fresher's Party welcomed the new students and provided them a platform for a formal introduction with the senior students, followed by prize distribution- for Fashion Fiesta (Mr. & Ms. Fresher's) which comprised three rounds of selection i.e. ramp walk, talent round, and question & answer round. The titles of Mr. Fresher and Ms. Fresher were grabbed by Abhishek Jha and Archana Singh respectively.





Equipping for the New Normal | Expert Talk Series

G.L. Bajaj Institute of Management and Research, Greater Noida organized an expert talk series on 'Equipping for the New Normal' on 10 October 2022. The eminent speaker of the talk was Mr. Subramanian S., Country Lead-Silicon Labs. The main objective of this session was to apprise the students of the fundamentals of product management for effective marketing and to understand product management as a strategic function. The students got to know that there is no single right way to manage a product. The product lifecycle stage and product team members play an important role in the entire process. The session was coordinated by student coordinators- Md Aquib Numan Siddiquee, Naman Kumar, Ritika Gupta, and Praven Pratapatap under the guidance of faculty coordinator Ms. Ritu Tandon, GM-CRC.



Alumni Corner

Influencer Marketing

Influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers people who have a very high, dedicated social media following. They are the ones who also have a niche in their segment of marketing. Let's say a person is into finance and send finance-related posts on social media and also has a high social media following (because of posting finance-related videos on social media), then he may be approached by 'Grow' to promote the use of Grow App for investing.

Nowadays, influencer marketing is gaining popularity because of the high amount of trust that social Influencers have developed with their followers. Recommendations from them provide social evidence to the potential customers that they can surely buy the product they always wanted.

A lot of companies have already started using influencer marketing such as Audible and Adidas. Audible has collaborated with influencers from a variety of niches such as gaming, style, and entertainment. Through such campaigns, they were able to generate more than 83 million views. Adidas on the other hand is one of the most famous brands using influencer marketing to promote their products. They focus on a younger audience, so they chose to do an Instagram influencer marketing campaign. Companies are mainly using social media platforms such as Facebook, YouTube and Instagram for influencer marketing and have been able to gain a lot of customers across globe. In this digital world, influencer marketing is the next big step to increase the sales in the modern era.



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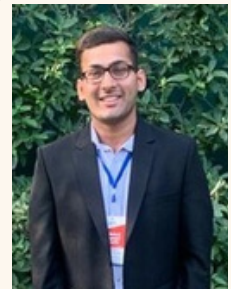
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Message from the Desk of the Students Editorial Board

We are proud to present the 89th Edition of the Fortnightly GLBIMR Newspaper 'THE GLB TIMES'. As we strive to keep you updated about the most happening events on the campus, write to us with your suggestions regarding columns to be added to make our student bulletin even more engaging. We look forward to getting your valuable suggestions to deliver the best to our avid readers! Kindly mail us your suggestions at theglbtimes@glbimr.org.



G.L. Bajaj Institute of Management and Research, PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 15 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research, PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

Program Educational Objectives (PEOs)

- PEO-1** Graduates will be able to contribute in nation building with advanced practical knowledge in the functional areas of business management while upholding ethical practices
- PEO-2** Graduates will be able to establish benchmarks with necessary tools and techniques to analyse, design, develop, optimize and integrate systems for handling complex business problems and uncertainty.
- PEO-3** Graduates will be able to demonstrate as an effective team player with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of the multinational organisations: Domestic and global organisations.
- PEO-4** Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies, high level of personal and professional integrity leading to greater societal impact.
- PEO-5** Graduates will be competent to take-up entrepreneurial initiatives either for their own or within other organisations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

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