



Report on

Seminar on “Multicultural Marketing” by EADA Business School, Barcelona, Spain.

Date: Thursday, 15th February 2024

Venue: Conference Room, A Block, K.R. Mangalam University

Event Type: Seminar

Mode of Activity: Offline

Target Group: Management students

Resource Person: Ms. Bibiana Camba, Director, International Development

Coordinators: Dr. Meenakshi Gujral, Director, KRMU International Relations

Organized by: International Relations Office

Number of Participants: 20 selected SOMC students

Introduction

On 15th February'2024, KRMU International Relations hosted representatives from EADA Business School, Barcelona, Spain to conduct a seminar on Multicultural Marketing.

Ms. Bibiana Camba, Director of International Development, engaged in discussions with our Hon'ble VC Prof. Sinha and other officials. The meeting sterner in-depth conversations on areas of mutual interest and collaborative initiatives for a formal agreement between KRMU and EADA.

The SOMC students were selected by mentors of specified programs, based on the interest area of students and their willingness to participate in International Relations initiatives.

Final students were selected following prior interactions with their respective mentors. After receiving recommendations from the mentors, the students were informed about their selection.

Objectives

The primary objectives of the seminar were to –

1. To Understand Multicultural Markets: To provide insights into the demographics, behaviors, and preferences of various cultural groups.
2. To Explore Effective Strategies: To discuss effective marketing strategies that resonate

with diverse cultural audiences.

3. To Highlight Challenges and Solutions: To identify common challenges in multicultural marketing and propose solutions to overcome them.

Methodology

The International Relations Office provided an introduction to the session and its aims.

The seminar employed a participatory approach, wherein students engaged in discussions. The resource persons facilitated interactive sessions that encouraged active participation and critical thinking among the participants.

Content

Key areas highlighted during the presentation are:

- Understanding Multicultural Markets
- Effective Marketing Strategies

Outcome

Key outcomes included:

- Increased understanding of Multicultural Marketing and related concepts.
- The seminar underscored the need for continuous education and training in multicultural marketing.
- Mechanisms for evaluating the impact of multicultural marketing strategies were discussed.

Conclusion

The seminar on "Multicultural Marketing" concluded with several key takeaways and a positive outlook for the future of multicultural marketing. Participants left with a deeper understanding of the importance of cultural sensitivity and inclusivity in marketing efforts. The seminar emphasized the need for continuous learning and adaptation to stay relevant in a diverse and dynamic marketplace.

Further Scope

Future seminars could expand on this event by showcasing detailed case studies and examples from successful multicultural marketing campaigns that can provide valuable learning experiences.

Glimpse of the Seminar



Photo 1: Resource person initiating the seminar with students



Photo 2: Resource person explaining the relevance of Multicultural Marketing



Photo 3: Discussions with our Hon'ble VC Prof. Sinha and other officials