

Date: 14.07.2011

GUEST LECTURE ON "PHILOSOPHIES OF MARKETING"



Prof. I. Murali Krishna Rao of Management Faculty, Andhra University has addressed the officers of Dredging Corporation of India Limited, Visakhapatnam on the topic "PHILOSOPHIES OF MARKETING" this evening. Mr. M.S. Rao, HOD-Marketing and Operations, DCI, welcomed the gathering.

Shri S.Vasudeva Rao, IPS, Chief Vigilance Officer of DCI who presided over the meeting mentioned the need for greater marketing research and better communication with customers.

Prof. I. Murali Krishna Rao in his address emphasized the need for continuous creation of positive demand in dredging, so that cost effective services can be rendered to clients. He has drawn the attention of the members to the need for commitment to quality as the reputation of a company spreads far and wide through satisfied customers. He stressed that harmonious customer relationship management is the very foundation of a sound marketing philosophy. Obtaining regular feed back from customers about their needs and doing necessary home work for enhancement of quality and value addition are critical for long term success of any enterprise. It is not only a question of earning profits by a company but the range of benefits it provides to the customers and society at large that country more. Quoting the example of McDonald company in undertaking successful research for making nutritious food products in response to customer needs,, Prof. Rao said that an integrated marketing management strategy permeates all departments of an enterprise. Customizing the product or service as per the requirements of consumer by convergence of the latest technologies and managerial techniques holds the key for consistent performance of any enterprise.

The Corporate enterprises have now been making special efforts for avoidance of intermediaries in their relationship with customers by establishment of their own branches and representative offices everywhere. Day to day coordination among different functional heads of organization reinforces marketing efforts of an enterprise and helps it to be sensitive to the divergent demands of its customers.

Cmdr.P.Jayapal, Director (Ops & Tech) and Prof. R.Sudarshana Rao, Economics faculty, Andhra University were present.

Mr. T. Prasada Rao, HOD(HR) proposed a vote of thanks.