



DIU Marketing Fest begins

Eduvista Desk

A 3-day 'Mr. Mango Candy-DIU Marketing Fest-2018' began at 71 Milonayoton of Daffodil International University (DIU) on 22 July 2018. The Department of Business Administration and the DIU Marketing Club jointly organized the program. Syed Alamgir, managing director of ACI Limited, inaugurated the fest as chief guest, while Aman Ashraf Fayeze, CEO of GTV, Shariful Islam, managing director of Bangladesh Brand Forum and John Kabir, popular actor and rock singer were present as special guests. Professor Dr SM Mahbubu Ul Haque Majumdar, pro-vice-chancellor of DIU, presided over the programme. Treasurer Hamidul Haque Khan, Professor Dr Mohammed Masum Iqbal, dean, faculty of business and economics, Sayed Farrukh Ahmed, head of the department of business administration, and Mohammad Shibli Shahriar, head, department of entrepreneurship, addressed the inaugural session. The program was conducted by Sabiha Matin, senior lecturer, department of business administration.

Syed Alamgir said that the heart of any business is marketing. Marketing success ensures company's sustainability. So, marketing people have to be 'magic people'. He also said this magic means power of innovation. If you have no innovation

and creative power, you wouldn't be successful in marketing. He urged the students to practice more and more innovative ideas from student life.

While addressing, Aman Ashraf Fayeze said that you can reach up to the door of job by reading Filip Cotlar, but can't enter into the job sector. You should gather practical experiences beside academic study. In this regard, he cited GTV as a model and said that GTV sells content to Star Sports, Sky Sports and many other world renowned broadcast companies. It could be possible only for marketing.

John Kabir said marketing is nothing but represent you. Success of marketing depends on how attractively you can present yourself in front of others. John Kabir opined that 'boosting' is a wrong concept of marketing.

Shariful Islam said that many of us couldn't realize and make difference between perception and reality. That is why most of the time they fail in marketing.

3-day Marketing Festival includes: advertise making competition, brand building competition, marketing case competition, business quiz, digital marketing game, marketing debate etc. The closing ceremony of the Fest will be held on 24 July, 2018, and a Jury board consist of country's renowned marketing experts will judge the events and will hand over the prizes among the winners.