

MVJ College of Engineering, Department of Management studies and Innovation and Entrepreneurship Development Cell jointly organized Seminar on “Consumer Research and Marketing Design Perspective” by Mrs. Maithili Apte on September 6, 2017. The session started with formal welcome and introduction of the guest speaker. Maithili, is a practicing Design professional, currently consulting Product Design firms

With a Masters in Design from IIT Bombay, and 10 years of Automotive field experience, she specializes in Consumer Research, Trend Study and translating the same to CMF Design and Strategy. With hands on experience and mentoring from global experts from BMW, Rolls Royce, and others, she has a sharp focus to tap into Consumer needs.

The resource person started with introduction to context factors, socio-cultural factors that powerfully shape consumer mindsets today. The resource person adopted an interactive and audio-visual pedagogy for effective delivery of the content. The consumer & brands analysis of peak brands like BMW, Rolls Royce, Jaguar, Nestle, and many more. Inputs from Rural Markets, Rural consumer perspective was very appealing. The session also witnessed experiential learning through consumer research assignment. where students had a hands-on experience on the same. The session concluded with vote of thanks from Mr. Mithun, MBA Semester III Student.