



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

Date: 03/08/2026

CIRCULAR

Master Class Episode 151: Brand and Marketing Strategy

This is to inform that **IIHMR University, Jaipur**, is organizing **Master Class Episode 151** on “**Brand and Marketing Strategy.**”

The session aims to enhance students' understanding of **business strategy, brand management, marketing planning, and strategic decision-making**, enabling them to understand how corporate strategies are translated into effective marketing actions.

Event Details:

- **Title:** Brand and Marketing Strategy
- **Date:** 05 August 2026 (Wednesday)
- **Time:** 10:00 AM – 1:00 PM IST
- **Venue:** IIHMR University, Jaipur Offline
- **Speaker:** Dr. Manoj Kumar, Freelancing Consultant, Jaipur

The master class will cover key concepts related to **business policy, corporate and functional strategies, environmental analysis, strategic decision-making, and marketing strategy implementation through the 4Ps (Product, Price, Place, and Promotion).**

All students are encouraged to participate and benefit from the expert insights shared during the session.


Placement Cell

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- **All Students**
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