

# **Dr. Philip Kotler – Webinar on “The Future of Marketing”**

## **23<sup>rd</sup> February, 2022**

### **Marketing Club, IIM Shillong**

It was a day of great pride on the 23<sup>rd</sup> of February, 2022 for the Indian Institute of Management, Shillong when we were graced by the presence of “The Father of Modern Marketing” – Dr. Philip Kotler for a webinar on “The Future of Marketing”. Dr. Philip Kotler is an American marketing Author, Consultant and Former Professor of International Marketing at Kellogg School of Management at Northwestern University. He is known for popularizing the definition of Marketing Mix and has authored over 80 books including Marketing Management, Principles of Marketing, Marketing 4.0 and a lot more.

It was an enriching session which was witnessed by nearly 400 participants including the entire student community of IIM Shillong, faculties, esteemed alumni and also, students from different B-Schools of the country. Dr. Philip Kotler started the webinar by giving an introduction of his books “Marketing 5.0”, “The Genesis of H2H Marketing”, “Brand Activism from Purpose to Action” and how he has written about the challenges facing the future of Marketing. There was a detailed discussion pertaining to how future marketers can overcome the challenges to create huge business revenues. There were 10 questions which Dr. Kotler talked about regarding how the future CXO’s should act in order to ace in the Marketing area.

He conclude the session with few words of wisdom - “Within five years, if you’re in the same business you are in now, you’re going to be out of business.”

The Marketing Club of IIM Shillong extends our gratitude to Dr. Philip Kotler for taking out time from his busy schedule to address the students of IIM Shillong and providing us with his unmatched knowledge of Marketing.

