

# THE HINDU Business Line

## Great Lakes to offer IT management course with Georgia State

Our Bureau



In conversation from left: Vaidy Jayaraman, Satya Prabhakar, Sunil Maheshwari, and T. N. Swaminathan. Jayaraman and Swaminathan are professors from Great Lakes Institute of Management.

New Delhi, Jan. 5:

Direct marketing has dropped by 50 per cent and digital marketing is now influencing the buyers by converting their wants into needs, according to Satya Prabhakar, CEO of Sulekha – a digital sell and buy platform. “Direct marketing has relatively dropped by 50 per cent while digital marketing is in the driver’s seat influencing buyers,” said Prabhakar, addressing a digital marketing conference held by Great Lakes Institute of Management at its Chennai campus, according to a press statement. “Digital marketing has created a platform to understand the specific needs of a consumer and connect those needs with specific business. This leads to more accurate selling and higher customer satisfaction,” he added.

The annual event saw various digital marketing experts discussing current trends and the future of digital marketing. Sunil Maheshwari, CEO and Co-Founder, Mango Technologies, spoke about social local mobile and location-based marketing. “We haven’t scratched the location-based marketing technique. We are still getting there and the increase in the volume of smartphone usage will widen the potential of location-based marketing which will further drive the sales.”

Bala V. Balachandran, the Founding Dean of Great Lakes, also announced at the conference that the B-school will introduce a new course in IT and Management by joining hands with Georgia State University (GSU). “The digital advantage we have is going to create a big boon to businesses but that comes through effective maximisation,” said Balachandran. “We are planning to introduce a new course, M.Sc in IT and Management, in association with Georgia State University.” Other digital marketing experts who participated in the panel discussion were Sumit Jain, CEO of Commonfloor, Amit Bansal, CTO of Pearson India, and Anuj Jain, Vice-President of Marketing, Firstcry.

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