



## INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

### MBA - DAY SEMINAR LECTURE

#### Resource Person:

**Mr. Tristuv Kumar**

Director – Integrated Media, Mindshare

Topic: Artificial Intelligence (AI) and Digital Marketing in the Modern Era of Business

Venue: Auditorium, Ground Floor

Date: JANUARY 16, 2026



The MBA (Day) Department of Indian Institute of Social Welfare and Business Management (IISWBM) successfully organized an insightful seminar on Artificial Intelligence and Digital Marketing in the modern era of Business, aimed at providing students with practical understanding of Integrated Marketing and contemporary branding and communication strategies. The session was conducted by **Mr. Trishuv Kumar**, Director – Integrated Planning at Mindshare and a distinguished alumnus of IISWBM.

The objective of the programme is to familiarise students with contemporary marketing practices, integrated marketing communication, and strategic brand-building in a rapidly evolving, technology-driven business environment. The event successfully bridged the gap between theories and real-world industry applications.

#### SEMINAR HIGHLIGHTS:

Mr. Trishuv Kumar delivered an engaging and industry-oriented session, drawing upon his professional experience to connect academic learning with practical insights. During the workshop, he covered a broad range of topics related to branding, marketing strategies, creative advertising, consumer engagement and the evolving role of Artificial Intelligence in modern marketing. He discussed how brands are built and sustained in competitive markets and emphasised the importance of strategic thinking, innovation and technology-driven decision-making.

The interactive nature of the session encouraged active student participation and helped attendees gain clarity on industry expectations and real-world applications of marketing concepts.

The seminar commenced with a reflective narrative, as the speaker shared his personal evolution from a student of our institute to a seasoned professional. He eloquently illustrated how classroom theories and principles, which once seemed abstract, eventually converged into practical wisdom when viewed through the lens of the real world. This transition set the stage for a deep dive into the role of integrated marketing within today's dynamic business environment, where the speaker emphasized how the strategic alignment of creativity, consumer insight serves as the foundation for building a cohesive brand image. Mr. Kumar further enriched the discussion by elaborating on sophisticated frameworks such as Brand Archetypes and the Brand Key, demonstrating their vital relevance in shaping and managing public perception.

The session transitioned into a vibrant exchange of ideas, where students engaged the speaker with a variety of thought-provoking queries that were met with clarity, poise, and professional depth. This spirit of engagement culminated in an immersive "Creative Ad-Break" activity, during which Mr. Kumar showcased a series of advertisements and challenged the audience to critically evaluate them. By addressing pivotal questions regarding relevance, memorability, and the "skip factor," students gained a firsthand understanding of the delicate balance between consumer psychology and effective brand communication. Ultimately, the seminar served as a powerful bridge between academic learning and the nuanced realities of creative decision-making in the industry.

The programme concluded with an expression of sincere gratitude to Mr. Trishuv Kumar for sharing his valuable insights. Overall, the workshop was informative and contributed positively to the academic and professional development of the students.

