



Topic of the Virtual Talk	Insights on Marketing
Name of the Speaker	Dr. Bijal Zaveri
Designation of the Speaker	Dean/Director, Dept of FMS, PARUL UNIVERSITY
Date & Time of the Talk	15 th June @ 10:30 AM
Key Points of Discussion	
<ul style="list-style-type: none"> • Digital Desting • AI/VR in Marketing • Gamification • Digital Era Consumers • Building A Cyber Brand • Branding Redefined 	

Shri Vishnu Engineering College for Women
(Autonomous)
Bhimavaram, A.P.



Virtual Talk on “Insights on Marketing”

By

Dr. Bijal Zaveri

Dean and Director Faculty of Management Studies:
PARUL UNIVERSITY



15th June, 2021



10:30 AM



Zoom



BRANDING **MARKETING** **SALES**

I understand you're a great speaker.

IS

I'm a great speaker.

IS

You need my speaking workshop

00:34:45 01:02:55

The video player displays a presentation slide with a black background and three vertical panels in red, white, and grey. Each panel features silhouettes of people's heads. The red panel has a speech bubble saying "I understand you're a great speaker." The white panel has a red oval with "IS" and a speech bubble saying "I'm a great speaker." The grey panel has a red oval with "IS" and a speech bubble saying "You need my speaking workshop". The video player interface includes a progress bar, volume icon, and a list of participants on the right.

APPLICATIONS OF AI IN MARKETING

- AI has grown in scope in terms of its use in marketing. With the advent of digital marketing and the internet revolution, mass media advertising took a backseat and things like consumer behavior, preferences, search history tracking, SEO, content marketing, speech recognition, came to the front of the line.
- **Artificial intelligence in voice and text recognition**
- AI lets users talk into the device and get the relevant information. Voice recognition technology is an AI innovation that is widely-used and very popular; more programs and software are being developed to increase its functionality.
- Text recognition means typing text into a text box and getting results or being able to communicate with other people, popularly known as a chatbot.
- Some famous examples of speech and text recognition are google assistant, amazon echo, facebook messenger, and google hangouts messenger.

00:50:52 00:46:48

The video player displays a presentation slide with a light blue background and water droplets. The title "APPLICATIONS OF AI IN MARKETING" is at the top. Below it is a bulleted list of five points. The video player interface includes a progress bar, volume icon, and a list of participants on the right.