



**N. L. Dalmia®**  
**College of Arts,  
Commerce & Science**  
(A School of Excellence of N. L. Dalmia Educational Society)

**Monday 24<sup>th</sup> February 2025**

**Notice**

**"Guest Session on Sports Marketing"**

The BMS Department is organizing a **Guest Session on Sports Marketing** for **TYBMS Marketing students**. This session is designed to provide an in-depth understanding of sports marketing and its relevance in today's dynamic business landscape. Students will have the opportunity to learn from a seasoned professional and gain practical knowledge that can be applied to their future careers in marketing. This is a unique opportunity to expand your understanding of a rapidly growing sector and to engage with real-world examples from the sports marketing world.

**Guest Speaker : Mr Lawrence Bing**

**Date : 25<sup>th</sup> February 2025**

**Time : 1000 am – 1130 am**

**Venue : 803**

All TYBMS Marketing students are encouraged to attend this valuable session and gain expert insights into the exciting world of sports marketing.

**Note:** Attendance is mandatory for all TYBMS Marketing students.

Prof Neelam Gupta  
BMS Co-ordinator

Dr Ganesh Pawar

Principal

25/02/2025

# **N. L. Dalmia College of Arts, Commerce & Science**

## **Activity Report**

**Name of Activity:** "Guest Session on Sports Marketing"

**Conducted by :** BMS Department

**Day/Date/Time :** Tuesday 25<sup>th</sup> February 2025, 1000 am to 1200 pm.

**Name of Teacher In charge :** Asst Prof Neelam Gupta

**Name of Speaker :** Mr Lawrence Bing

Sports Co-ordinator of N L Dalmia

**Place :** 901

**No. of Beneficiaries:** 15 Students (All TYBMS Marketing Students)

**Description of Activity :** The session on **Sports Marketing** aimed to provide students with practical insights into the field. Mr. Lawrence Bing, the Sports Co-ordinator of N L Dalmia, discussed topics like sports promotion, sponsorships, and marketing strategies. The session was interactive, with a Q&A segment, offering students an opportunity to engage with real-world examples.

**Feedback Analysis :** Students found the session informative and relevant, particularly appreciating Mr. Bing's expertise and the interactive format. Many students expressed interest in pursuing sports marketing, though a few requested more focus on digital marketing and social media strategies in the sports industry.

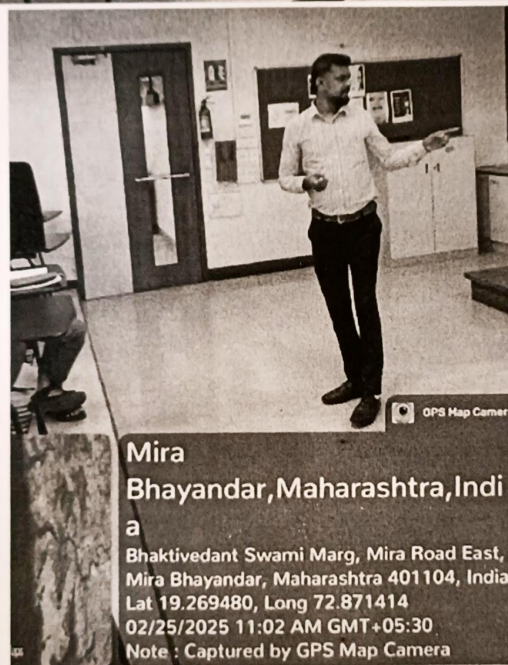
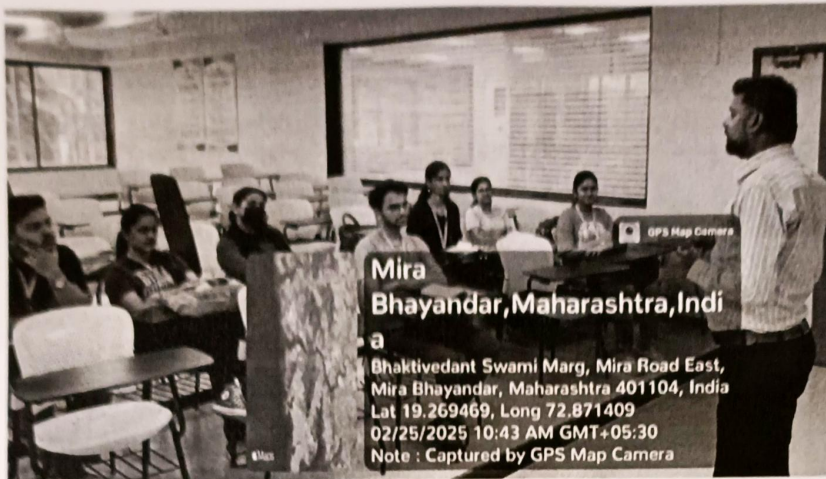
### **Review of activity with Suggestions :**

**Review:** The session successfully provided valuable knowledge and practical insights into sports marketing. Students left with a deeper understanding of the field.

#### **Suggestions:**

1. Include a segment on digital marketing in sports.
2. Add more international case studies.
3. Organize a follow-up workshop for hands-on learning.

Overall, it was a successful and engaging activity.



BMS Coordinator  
Asst Prof Neelam Gupta

*Dr. Ganesh Pawar*  
Principal  
Dr Ganesh Pawar  
27/02/2025