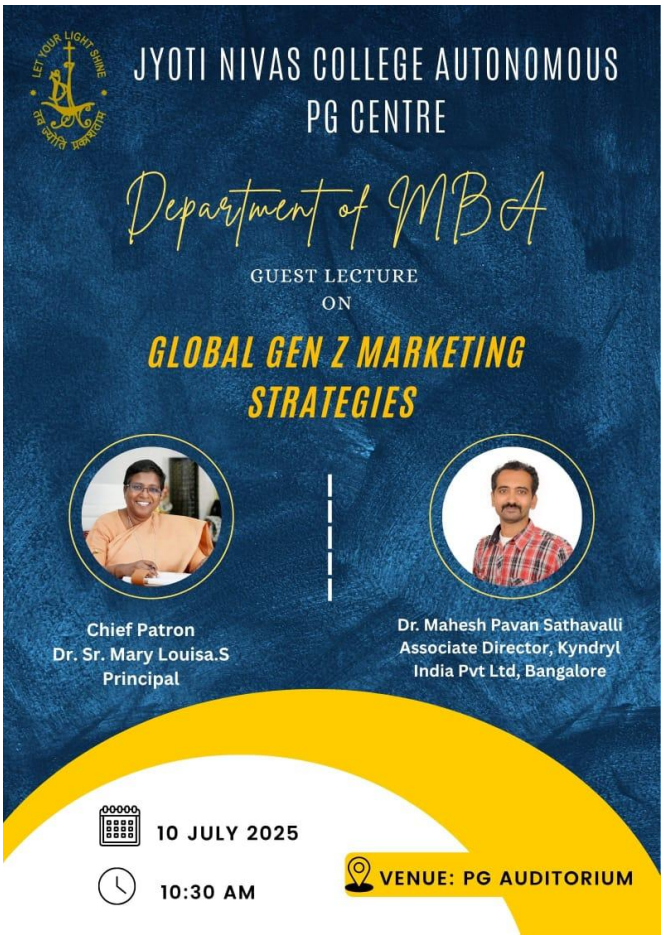
GUEST LECTURE

“Global Gen Z Marketing Strategies”

Organized by the Department of MBA
Jyoti Nivas College Autonomous, PG Centre
10th July 2025 | 10:30 AM | PG Auditorium

The Department of MBA at Jyoti Nivas College Autonomous, PG Centre, organized a thought-provoking **guest lecture on** 10th July **2025** as part of its academic engagement initiatives **for IInd & IVth Semester MBA students**. The session, held at the **PG Auditorium**, featured **Dr. Mahesh Pavan Sathavalli**, Associate Director at Kyndryl India Pvt. Ltd., Bangalore, as the esteemed guest speaker.



The lecture was centered on the compelling topic **“Global Gen Z Marketing Strategies.”**Dr.Sathavalli shared deep insights into the evolving behavior, preferences, and expectations of Generation Z consumers in a rapidly digitizing world. He emphasized how traditional marketing models are being redefined to accommodate Gen Z’s digital nativity, social consciousness, and demand for authenticity.





Through real-world examples and contemporary case studies, Dr.Sathavalli elaborated on various marketing strategies such as influencer marketing, short-form content, interactive social media engagement, and personalization techniques that are gaining traction among Gen Z audiences globally. The interactive session also highlighted how brands need to adapt their tone, values, and platforms to remain relevant in the eyes of this unique consumer segment.

The event commenced under the patronage of **Dr. Sr. Mary Louisa. S**, Principal of Jyoti Nivas College Autonomous, PG Centre, who served as the Chief Patron and encouraged students to actively participate and absorb key marketing insights.

The session ended with an interactive Q&A, where **54 II nd sem & 56 IVth sem MBA** students gained deeper insights into Gen Z marketing. A formal vote of thanks was given to Dr.Sathavalli for his valuable and inspiring session, which was well-received for its relevance and practical take on modern marketing strategies.