





Seminar on “CONTEMPORARY MARKETING”

Held on 24th October 2019

(Organized by the Seminar Committee, Department of Management Studies)



**THE
DEPARTMENT OF
MANAGEMENT STUDIES
OF
ARYABHATTA COLLEGE**

PRESENTS A
SEMINAR ON

**CONTEMPORARY
MARKETING**

**NEW PRODUCT
DEVELOPMENT**

BY : MS. APEKSHA GUPTA (CATEGORY HEAD, LENSKART)

VENUE : SEMINAR ROOM

TIME : 11:30

SEMINAR REPORT

The Seminar Committee of the Department of Management Studies, Aryabhata College, organized a seminar on “Contemporary Marketing” on 24th October, 2019 in the Seminar Hall. The guest speaker was Ms. Apeksha Gupta (Category Head, Lenskart). The main objective of the seminar was to give students a basic idea about how marketing works in the real business world.

The Principal, Dr. Manoj Sinha, gave a welcome speech for the speaker. Ms Apeksha Gupta then began the proceedings by enlightening students with the basic concepts of marketing. She then showed the students how the marketing concepts like STP, customer obsession, 7Ps, etc are applied to the real world of business by giving some examples from John Jacobs. She also talked about New Product Development and gave a few examples of the new products that John Jacobs is planning to bring into the market. At the end she showed some of the ad campaigns made by John Jacobs.

The seminar was quite an interactive one as the students also took part in it by asking various questions. The speaker catered to every question and answered them all. Dr JK Singh then concluded the seminar by giving a vote of thanks to the speaker.

Coordinator (s): Dr. J.K Singh ; Ms. Priya Chaudhary

Some Pictures From The Seminar

