REPORT MARKETING SEMINAR

DATE: 13-10-18

VENUE: MERI AUDITORIUM

TIMINGS: 9:30 AM-4:30 PM

TOPIC OF THE SEMINAR: Harnessing Potential Marketing Trends 2018-19

ORGANIZER: MERI, MANAGEMENT DEPARTMENT

CHIEF PATRONS: Shri I.P.Aggarwal, Founder President, MERI

Prof. Lalit Aggarwal, Vice President, MERI

ORGANIZING COMMITTEE: Shri. A.K. Agrawal, Dean, MERI

Ms. Gurpreet Kaur Chhabra, Assistant Prof., MERI

Mr. Parmjot Singh, Assistant Prof., MERI

CHIEF GUEST: Mr. Ushpreet Singh Bawa,Director, Account Management,Small Domestic Appliances & Lighting

SPEAKERS INVITED: Ritesh Malik, Director Sales,Palm Green Hotels/Resorts

Ms. Reena Yadav, GM, Sales & Marketing,Sai Com Codes Flexoprints Pvt.Ltd.

Mr.Akant Garg, State-Coordinator-Retail, Delhi NSQF

Mr.Amit Chand, Customer Life Cycle Marketer.



OBJECTIVES OF THE SEMINAR:

1) To explore, identify and analyze the prospective trends in various Industrial Sectors in India.

1. To understand the ways and methods adopted by the companies for trend spotting from business perspective.
2. To evaluate the benefits that marketers draw from early trend identification and analysis process.

The seminar began with the Lamp Lighting ceremony and Saraswati Vanadana,



followed by a presentation titled “ A Dive in to Marketing Trends, Success Stories from the Corporate World”, delivered by Aman Upadhyay and Sakshi Mishra of MBA semester 1.

The inaugural session began with a Welcome address by the Vice President and audience address by the chief guest followed by vote of thanks by the Dean.



Technical Session-I had two presentations, ‘ Summer Internship Experience in France’ by semester-3 students,Uttkarsh and Shelly.



IInd presentation was by Mr. Ritesh Malik, on ‘The Current Marketing Trends in Hospitality Sector’.

Technical Session II had three presentations, By Mr. Amit Chand, ‘ Future Trends and Importance of Customer Life Cycle analysis in Automobile sector’.

Ms. Reena Yadav, delivered a presentation on ‘The Growth and Potential of Packaging Industry and the Current Marketing Trends in the Field of Packaging’.

Mr. Akant Garg, delivered a presentation on ‘Growing Role and Importance of Marketing in Retail Sector and Current Retail Marketing Trends’.

The Seminar was attended by 200 students from Semester 1 & 3 of MERI and 40 students from other colleges including NDIM, GIBS and Asian Business School. Two Faculties from NDIM and ABS had also participated in the Seminar.