



## Guest Lecture on “Marketing Management Transcending Horizons”

Topic :	Guest Lecture on “Marketing Management Transcending Horizons” by Mr. Alok Jha, Executive Officer, ICAI, Delhi.
Date of event :	March 29, 2011
Aim of the Event	<p>“Without inspiration the best powers of the mind remain dormant. There is a fuel in us which needs to be ignited with sparks.”</p> <p><b>Johann Gottfried Von Herder</b></p> <p>RDIAS strives to promote foresightedness and develop thinkers of tomorrow. This necessitates that students get a right mix of conceptual knowledge, corporate experience and entrepreneurial attitude, which can be actualized with the help of guest lectures from eminent corporate personalities. Thus this session was organized so as to enable the students to lay a strong foundation in management by gaining from the experiences and expertise of the guest speakers.</p>
Description of the event	<p>The session commenced with retrospection of the basic concepts of marketing. Then began an interactive session on the transcending horizons of marketing in the current scenario. Mr. Alok enhanced the practical knowledge of the students on the subject with the help of a captivating mix of real life cases like Bajaj, Mumbai Dabbawalas(Supply Chain) &amp; conceptual knowledge. The audio-visual session was indeed a delight for the students and it greatly motivated them to develop a right vision &amp; attitude so as to prepare them for the challenging yet enticing world of Marketing as a career option. The guest speaker also necessitated the relationship of “Thinking out of the box” with success, being updated with</p>

	<p>information and answered all the queries of the inquisitive young professional of tomorrow in an FAQ round. The students participated with great zeal and gained a practical insight into the real life marketing practices.</p>
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