

GUEST LECTURE

The students of MBA first and second year got the opportunity to attend a lecture on marketing tactics. The session was addressed by Dr Ammani P. Asso.prof. NICMAR. She specializes in marketing , quantitative marketing research and operations management.



It was an interactive session on the topics of market segmentations market targeting and positioning. The were very enthusiastic as the theory of marketing was explained by giving current market examples



Madam gave ample examples on the topic ,the students were able to relate to the present scenario and hence it was a thorough learning experience.



Student interacting with Prof.Ammani



A THOROUGH LEARNING EXPERIENCE

