

Guest Lecture on Marketing Practices in Apparel Industry

On 23rd February, 2019 a guest lecture on 'Marketing Practices in apparel industry' was organised by Aggarwal College Ballabgarh in the active guidance of Principal Dr. Krishan Kant Gupta. This guest lecture was organised for B.Voc. (Retail Management) students of all the three years. Around 60 students were present in the lectures. Mr. Neeraj Gupta (Senior Merchandiser) at "Shahi Exports Pvt. Ltd.", Faridabad had given the lecture along with his colleague Ms. Surbhi. The whole session was basically on Visual Merchandising, Branding, Merchandise Management which are the core aspects for Retail Management students. They had made the lecture more interested by giving examples of day to day operations in retailing. Students had also given a quick feedback and answers to the questions asked by the lecturers. This lecture was very beneficial for the students as students were given a huge exposure of merchandising. The Session ends up by summarising the important aspects.