

A "Marketing Conclave " was organized by the **Bachelor of Business Administration Department, Institute of Engineering & Management Kolkata, India along with SMART Society USA** on 25th September 2021. The main three speakers of this Conclave were Prof. Philip Kotler, Prof. David Aaker and Prof. Giuseppe Stigliano. Getting all the three iconic figures in this conclave added feathers on the crown of the Department. It was enthralling to hear them speak. There were few points which really needed the grey cells of ours to be exercised. Participants from all over the globe participated and there was a flood of questions.

