On April 9, 2015, the students of SOL, ITM University had an exciting opportunity in knowing about the marketing strategies which may be adopted to ‘market’ their professional skills through an enthralling lecture delivered by Ms. Abha Kashyap, CEO, Med Spa. Med Spa is an organization consisting of medical professionals who have expertise in cosmetic and plastic surgeries. She holds an MBA from University of Massachusetts, USA and CSS in Administration & Management from Harvard University, USA. She is also pursuing her Law from Delhi University. At the outset, Ms. Kashyap raised few questions to draw the attention of the students. Why should lawyers be trained in marketing management? As per Bar Council of India Rules, lawyers cannot advertise about their profession but can they ‘market’ themselves? Can they do it without their logos? Can they succeed in doing so utilizing human senses? Yes, they can. From religious texts to numerous advertisements, she explained as to how the senses play a vital role in the marketing campaign. She emphasised that just like the companies gauge the taste of their customers, a good lawyer must be able to assess the needs of his clients and provide appropriate services. Being associated with the health sector for a considerable period of time, she drew analogies from health sector to serve the clients in the legal profession. With a colourful and lively presentation, she drew the attention of the students which was evident from their active participation. In a unique gesture, she distributed chocolates among all the students.