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MARKODYSSEY

The Marketing Club



ACTIVITIES' REPORT: 2024-2025

Coordinator Marketing Club: Dr. Ankur Sabharwal, Associate Professor

Member Marketing Club: Dr. Anju Kumari, Associate Professor

Member Marketing Club: Mr. Manish Gulyani, Assistant Professor



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ABOUT THE CLUB

It is the Marketing Club of Department of Management Studies. Its name is derived from two words: Mark (abbreviated name for Marketing) and Odyssey (epic journey). For marketing students, it is an interesting way of learning, sharing, and pragmatic considerations of marketing related competencies via active participation.

Therefore, **Markodysey** signifies the journey of learning practical marketing skills which its participants would go through. The objective of the Marketing Club is to offer right platform and resources in order to inculcate required skills to build career in marketing via organizing marketing activities like ad-mad, marketing campaign, new advertisement Development, marketing quiz, brands analysis

OBJECTIVE OF THE CLUB

The objective of the Marketing Club is to offer right platform and resources in order to inculcate required skills to build career in marketing via organizing various marketing activities.



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Marketing Club Office Bearers - MBA Batch 2023-25

The Marketing Club proudly presents the elected office bearers for the academic session, who were selected through a comprehensive and competitive process. These individuals demonstrated exceptional leadership qualities, enthusiasm, and a deep understanding of marketing concepts, making them ideal representatives of the club.

Club Leadership Team

1. Mr. Dikshit - President

Mr. Dikshit was elected as the President of the Marketing Club. His presentation highlighted his vision for the club, focusing on innovative marketing activities that engage all students.

2. Ms. Tamanna - Marketing Club Counsellor

Ms. Tamanna was chosen as the Counsellor for her ability to connect with her peers and provide guidance for club initiatives. She emphasized the importance of communication and collaboration in her role.

3. Mr. Aman - Vice President

Mr. Aman's presentation demonstrated strong organizational skills and a clear understanding of marketing strategies. His role as Vice President will be pivotal in executing the club's vision.

4. Mr. Dhruv - Club Secretary

Mr. Dhruv, with his meticulous planning and documentation skills, was selected as the Secretary. He will be responsible for managing the club's records and ensuring smooth communication across all activities.



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Selection Process

The selection of the club office bearers was a rigorous process. It began with an open call for volunteers among the MBA marketing students. Each candidate then delivered a presentation in class, explaining why they were best suited for the position they applied for. Their presentations were evaluated on the basis of clarity, creativity, and leadership potential.

The evaluation panel, comprising Dr. Ankur Sabharwal and Dr. Anju, assessed the candidates based on their performance and potential contributions to the club. After careful consideration, the following students were selected to lead the club for this academic year



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Congratulations

Markodyyssey brings to you the trailblazers for the journey ahead.



Mr. Dikshit

President



Ms. Tammanna

Marketing Club Counsellor



Mr. Aman

Vice President



Mr. Dhruv

Club Secretary



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DEPARTMENT OF MANAGEMENT STUDIES (DMS)

MARKETING CLUB ACTIVITY CALENDAR



ACTIVITY CALENDAR MBA 2nd Year, 3rd Sem Batch (2023-2025)

Dated: 22-08-24

S. No.	Activity	Date
1	Let's Talk Sessions	20/08/2024
2	Role Play- Testing Counselling Skills	27/08/2024
3	PPDT	03/09/2024
4	Movie Session	10/09/2024
5	Field Trip to DLF Mall, Vasant Kunj, Delhi	14/09/2024
6	Marketing Quiz	01/10/2024
7	Mock Interview	15/10/2024
8	Group Discussion	22/10/2024
9	Ad-Mad Show	29/10/2024
10	Testing Your Negotiation Skills	05/11/2024

Dr. Ankur Sabharwal

(Club In-Charge)

Dr. Anju

(Club Member)

Prof. (Dr.) Akhilesh Mishra
Head, DMS



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MARKETING CLUB

ACTIVITY 1

Date of Activity- 20th August 2024

Name of the Activity- Let's Talk Sessions

Activity Report: Role-Play Exercise on Counselling Skills in Marketing

Objective

To assess Marketing students' understanding of the importance of empathy, active listening, and effective communication in customer-centric marketing.

Methodology

1. Students were divided into pairs, with each pair consisting of a Marketing Executive and a Customer.
2. Customers were assigned a hypothetical scenario related to a marketing product or service and asked to present their concerns to their designated Marketing Executive.
3. Marketing Executives were expected to provide guidance and support, demonstrating their understanding of customer needs, empathy, and effective communication.
4. Roles were reversed after the initial round, allowing students to experience both perspectives.

Observations and Insights

- Students demonstrated a good understanding of the importance of empathy in customer-centric marketing.
- Many Marketing Executives effectively used active listening skills, asking open-ended questions to encourage Customers to share their concerns.
- Customers presented a range of hypothetical scenarios, showcasing their creativity and ability to think critically about marketing products or services.
- The role-reversal exercise helped students appreciate the challenges and responsibilities associated with both roles in a marketing context.
- Some students struggled to maintain a customer-centric approach, highlighting the need for further practice and training.

Key Takeaways

1. Marketing students recognize the significance of empathy and effective communication in customer-centric marketing.
2. Active listening and open-ended questioning are essential skills for Marketing Executives to understand customer needs.
3. Role-playing exercises can help Marketing students develop a deeper understanding of the complexities involved in customer-centric marketing.

Conclusion



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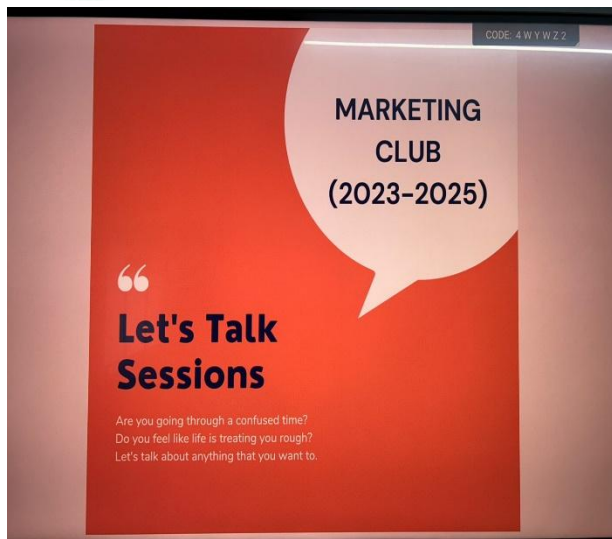
The role-play exercise provided valuable insights into Marketing students' understanding of customer-centric marketing principles and their ability to apply these skills in a hypothetical setting. With continued practice and training, Marketing students will become increasingly effective in promoting customer satisfaction and loyalty.

Glimpse of the Activity:



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ACTIVITY 2

Date of Activity- 27th August, 2024

Name of the Activity- Role Play- Testing Counselling Skills

ROLE PLAY: TESTING COUNSELLING SKILLS

27th August, 2024



Objectives:

1. To assess students' ability to understand and analyze assigned roles, demonstrating empathy and logical thinking.
2. To evaluate students' effectiveness in gathering relevant information and providing solutions to assigned scenarios.

Methodology:

1. Students were divided into pairs.
2. Ten different scenarios were provided, and each pair had 10 minutes to prepare. Below are scenarios that have been utilized in the "Role Play- Testing Counselling Skills" activity:

Scenario 1: Customer Complaint

A customer is unhappy with a product they purchased and wants to return it, but the company's return policy has expired.

Scenario 2: Product Inquiry



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A potential customer is interested in learning more about a new product and its features but has concerns about its compatibility with their existing system.

Scenario 3: Sales Pitch

A sales representative needs to convince a skeptical customer to purchase a premium version of a product, highlighting its benefits and value-added features.

Scenario 4: Customer Feedback

A customer provides negative feedback about a product, and the company representative needs to acknowledge their concerns, apologize, and offer a solution.

Scenario 5: Handling Objections

A customer is interested in purchasing a product but has objections about its price, and the sales representative needs to address these concerns and provide a solution.

Scenario 6: Product Demonstration

A sales representative needs to demonstrate a new product to a potential customer, highlighting its features and benefits.

3. The pairs then performed a role-play, demonstrating their understanding of the situation, empathy, and problem-solving skills.

Observations and Insights:

- Students demonstrated a good understanding of the assigned scenarios, showcasing their analytical skills.
- Many pairs effectively employed empathy, considering multiple perspectives to provide well-rounded solutions.
- The role-play exercise highlighted students' ability to think critically and provide logical solutions under time pressure.
- Some pairs struggled to gather relevant information, emphasizing the need for improved research and data analysis skills.

Key Takeaways:

1. Students have demonstrated a solid understanding of role-playing and its application in marketing scenarios.
2. Empathy and logical thinking are essential skills for effective problem-solving in marketing.
3. Time management and research skills are crucial in providing well-informed solutions.

Conclusion:



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The role-play activity provided valuable insights into students' analytical, empathetic, and problem-solving skills. With continued practice and training, students will become more effective in applying these skills to real-world marketing challenges.



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Glimpse of the Activity:





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ACTIVITY 3

Date of Activity- 03 September, 2024

Name of the Activity- Picture Perception & Discussion Test (PPDT)



Objectives:

To assess students' creativity, imagination, and ability to work collaboratively in a group setting.

Methodology:

1. Students were shown 10 pictures for 1 minute each.
2. Individually, students wrote stories based on each picture.
3. Students were then grouped and asked to write a common story for each picture.

Observations and Insights:

- Students demonstrated impressive creativity and imagination in their individual stories.
- The group discussions revealed effective communication, active listening, and conflict resolution skills.
- Students successfully merged their ideas to create cohesive and engaging common stories.
- Some groups struggled with time management, highlighting the need for improved efficiency in collaborative work.

Key Takeaways:

1. Students possess strong creative and imaginative skills, essential for innovative marketing strategies.
2. Effective group work requires strong communication, active listening, and conflict resolution skills.



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3. Time management is crucial in collaborative work to achieve efficient and productive outcomes.

Conclusion:

The PPDT activity successfully evaluated students' creativity, imagination, and ability to work collaboratively. The exercise provided valuable insights into students' strengths and areas for improvement.

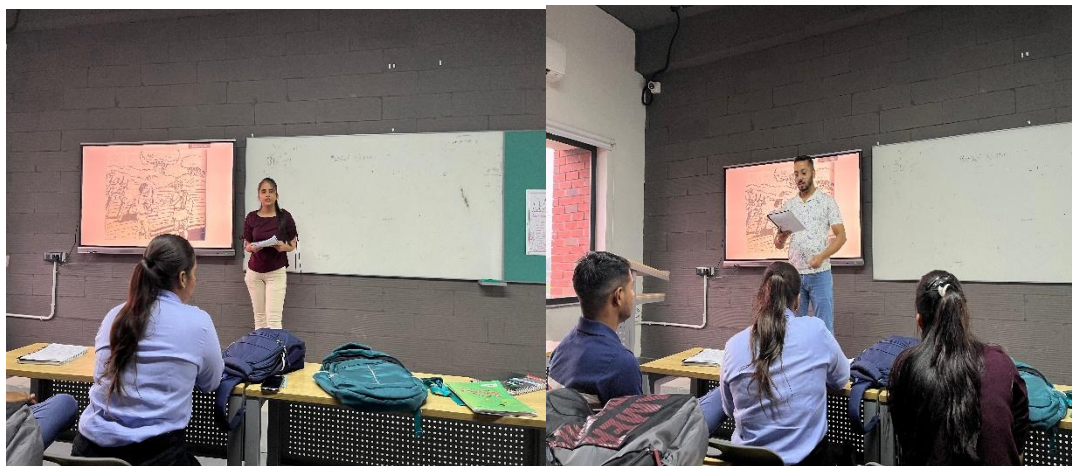
Glimpse of the Activity:





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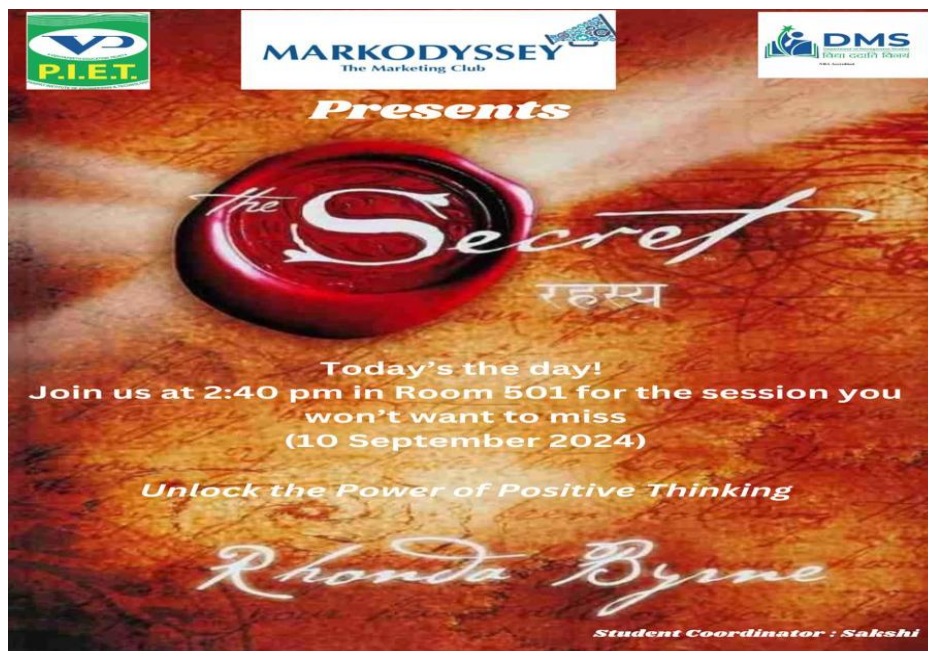


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ACTIVITY 4

Date of Activity- 10 September, 2024

Name of the Activity- Learn through Movie



Objectives:

To help students understand various concepts of positive thinking and life lessons through the movie "The Secrets".

Methodology:

1. Students watched the movie "The Secrets".
2. Students were divided into small groups to discuss insights from the movie.
3. Groups analyzed how the movie conveyed its messages and its impact on the audience.
4. Group representatives shared key points with the class.



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Observations and Insights:

- Students actively participated in group discussions, demonstrating their engagement with the movie's themes.
- Groups effectively identified and analyzed management concepts, such as teamwork, leadership, and communication.
- Students recognized the movie's portrayal of life lessons, including perseverance, self-awareness, and empathy.
- The activity encouraged critical thinking, creativity, and problem-solving skills.

Key Takeaways:

1. The movie "The Secret" effectively conveyed valuable concepts and life lessons.
2. Students can apply these concepts to real-world situations, enhancing their personal and professional growth.
3. The activity demonstrated the power of thoughts, critical thinking, and positive communication.

Conclusion:

The "Learn through Movie" activity successfully achieved its objective, providing students with a unique and engaging learning experience. The movie "The Secrets" served as a valuable tool for teaching management concepts and life lessons, and the group discussions facilitated a deeper understanding and application of these principles.



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ACTIVITY 5

FIELD TRIP TO DLF PROMENADE, VASANT KUNJ, DELHI

14th September 2024

A field trip to DLF Promenade, Vasant Kunj, Delhi, was arranged for second-year MBA students on September 14, 2024. A group of 52 students, accompanied by 3 faculty members, had the chance to explore and gain insights into the daily operations of retail and mall management. The students were warmly received and hosted by Mr. Chirag Desai, Operations Head of DLF Promenade, along with his team.

The team led the students on a comprehensive tour of the mall, starting with the generator and electricity supply area, followed by a visit to the designated EV parking and charging facility with 35 available slots. They also demonstrated the advanced ticketing and billing system in the parking lot. The students were then guided to the first floor to view the in-mall promotional setup organized by the mall authorities, and later, they observed the projection room of the PVR. The tour concluded at the food court, where students were given some time to relax.

The main objective of the visit was to provide students with an understanding of:

- Role of store layouts and visual merchandising for optimizing product placement.
- Retail strategies and their impact on brand loyalty and sales.
- Impact of customer service on experience and retention.
- Significance of advertisement placement, brand segmentation and innovative ticketing and billing.

Later, the students were divided into groups and given various tasks to complete during their visit.

Glimpse of the visit:



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DEPARTMENT OF MANAGEMENT STUDIES (DMS)



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MARKETING CLUB ACTIVITY CALENDAR



ACTIVITY CALENDAR MBA 1st Year, 1st Sem Batch (2024-2026)

Dated: 22-08-24

S. No.	Activity	Date
1	Just a Minute	22/08/2024
2	Students Presentations	29/08/2024
3	Productivity Corner	08/09/2024
4	Movie Session: Rocket Singh	09/09/2024
5	Presentation on Learnings from the movie	
6	Re-Brand IT	03/10/2024
7	Sales Pitch	07/10/2024
8	Marketing Quiz	07/11/2024
9	Guest Lecture on Smart Technologies: The role of AI and IOT in shaping the future	15/10/2024
10	Guest Lecture: Beyond Startups	22/10/2024
11	Guest Lecture on can marketing serve a higher purpose	24/10/2024

Dr. Ankur Sabharwal

(Club In-Charge)

Dr. Anju

(Club Member)

Prof. (Dr.) Akhilesh Mishra
Head, DMS



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ACTIVITY 1

Date of Activity- 22th August 2024

Name of the Activity- Just a Minute: Let's Talk Sessions

Objective

The objective of this activity was to provide a platform for students to introduce themselves, showcase their unique characteristics, and break the ice with their peers.

Methodology

1. The Marketing Club committee sent out invitations to all students to participate in the "Just a Minute" introduction session.
2. Students were asked to prepare a one-minute introduction about themselves, highlighting their unique characteristics, interests, and passions.
3. On the day of the event, students were called on stage to deliver their introductions.
4. The session was moderated by a member of the Marketing Club committee.
5. The event was attended by [number] students, who actively participated in the session.

Activity Description

The "Just a Minute" introduction session was the inaugural activity of the Marketing Club. Each student was invited to take the stage and introduce themselves for one minute, highlighting their unique characteristics, interests, and passions.

Outcome

The activity was a resounding success, with students participating and showcasing their talents. The session helped to create a relaxed and interactive atmosphere, allowing students to get to know each other better. The activity also helped to identify students with exceptional communication skills, creativity, and confidence.

Key Highlights

1. Students demonstrated exceptional confidence and communication skills during their introductions.
2. The activity helped to create a sense of camaraderie and teamwork among students.
3. The Marketing Club committee members successfully organized and executed the event.

Conclusion



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The "Just a Minute" introduction session was a great way to kick-start the Marketing Club activities. The event helped to create a positive and interactive atmosphere, and we look forward to organizing more such events in the future.

Glimpse of the activity:





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ACTIVITY -2

Date of Activity- 29 August 2024

Name of the Activity- Students Presentations

Objective

The objective of this activity was to provide students with a platform to research, create, and present on a marketing-related topic of their choice, developing their presentation, research, and public speaking skills.

Methodology

1. Students were asked to select a marketing-related topic of their choice and prepare a 15-minute presentation.
2. Students were required to include a case study, current news relevant to the topic, videos, and a quiz in their presentation.
3. Each student was given a 15-minute slot to deliver their presentation.
4. The presentations were attended by fellow students and Marketing Club committee members.

Activity Description

The student presentation activity was the second event organized by the Marketing Club. Students delivered presentations on various marketing-related topics, showcasing their research, creativity, and presentation skills.

Outcome

The activity was a huge success, with [number] students delivering presentations on diverse topics. Students demonstrated exceptional research, critical thinking, and presentation skills. The inclusion of case studies, current news, videos, and quizzes added depth and engagement to the presentations.

Key Highlights

1. Students showcased their expertise on various marketing-related topics.
2. The presentations were engaging, informative, and well-structured.
3. Students demonstrated confidence and effectiveness in their communication skills.

Conclusion

The student presentation activity was a resounding success, providing students with a valuable opportunity to develop their research, presentation, and public speaking skills. The Marketing Club looks forward to organizing more such events in the future.



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ACTIVITY -3

Date of Activity- 8th Sep 2024

Name of the Activity- Productivity Corner

Objective

The objective of this activity was to encourage students to create a dedicated space for studying and productivity, promoting a culture of reading, learning, and self-improvement.

Methodology

1. Students were asked to create a "Productivity Corner" at their respective homes.
2. The productivity corner was to be equipped with essential items such as a table, chair, books, and other study materials.
3. Students were encouraged to read various books, including academic and motivational texts every day.
4. Students clicked photos of their productivity corners and shared them in class.

Activity Description

The "Productivity Corner" activity was designed to help students develop a habit of dedicated study and productivity. By creating a conducive environment, students were encouraged to spare hours for studying and reading at home.

Outcome

The activity was highly successful, with [number] students participating and sharing photos of their productivity corners. Many students reported an increase in their interest towards studies and a significant improvement in their productivity. The activity helped students develop a positive habit of reading and learning.

Key Highlights

1. Students demonstrated creativity and initiative in setting up their productivity corners.
2. The activity promoted a culture of reading, learning, and self-improvement among students.
3. Students reported improved productivity and interest in studies.

Conclusion



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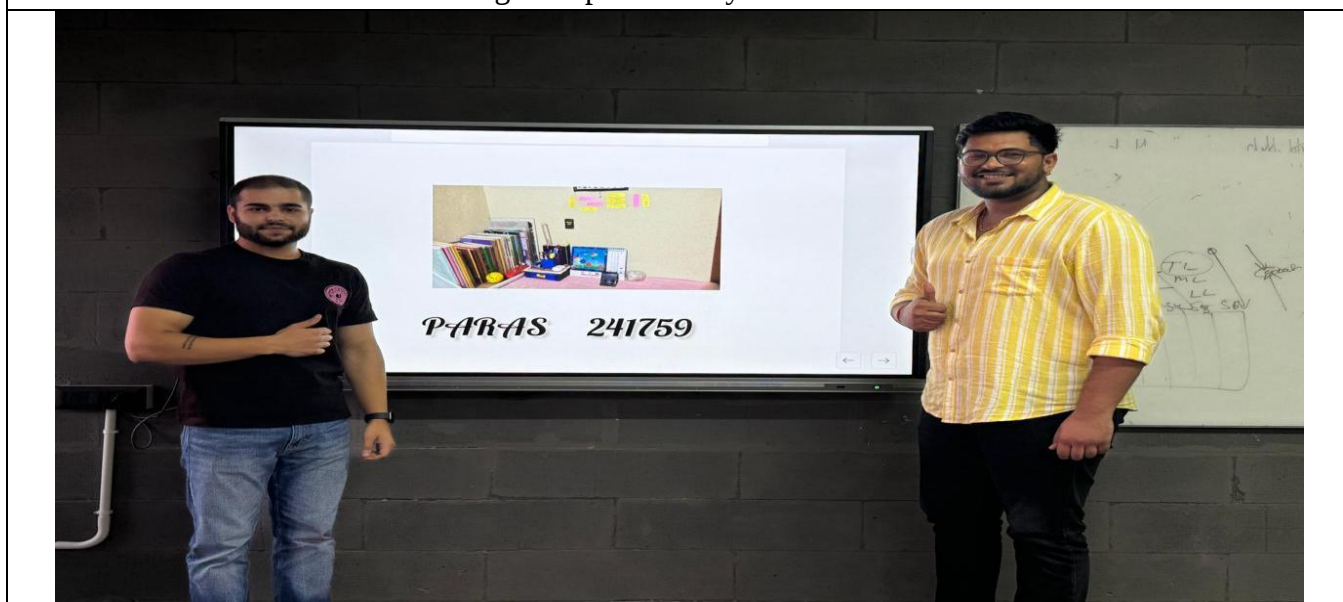
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The "Productivity Corner" activity was a valuable initiative that encouraged students to develop a habit of dedicated study and productivity. The activity's success demonstrates the importance of creating a conducive environment for learning and self-improvement.



Students Showcasing their productivity corners created at their home





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ACTIVITY -4

Date of Activity- 9th Sep 2024

Name of the Activity- Movie screening Rocket Singh and presentations on key learnings

Objective

The objective of this activity was to provide students with a unique learning experience, using a movie as a case study to illustrate key sales and marketing concepts.

Methodology

1. Students watched the movie "Rocket Singh" starring Ranbir Kapoor, which revolves around sales and marketing themes.
2. After the movie screening, students were asked to prepare presentations on the key takeaways from the movie.
3. Students delivered their presentations, sharing their insights and learnings from the movie.

Activity Description

The movie screening and presentation activity was designed to provide students with a engaging and interactive learning experience. The movie "Rocket Singh" was chosen for its relevance to sales and marketing concepts.

Outcome

The activity was highly successful, with [number] students participating and delivering presentations. Students demonstrated a clear understanding of the key takeaways from the movie, including sales strategies, customer relationships, and entrepreneurial spirit.

Key Highlights

1. Students effectively identified and presented key sales and marketing concepts from the movie.
2. The activity promoted critical thinking, analysis, and presentation skills among students.
3. Students demonstrated enthusiasm and engagement throughout the activity.

Conclusion

The movie screening and presentation activity was a valuable learning experience for students, providing a unique and engaging way to illustrate key sales and marketing concepts. The activity's success demonstrates the effectiveness of using creative teaching methods to enhance student learning.



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Learnings From Rocket Singh

Coordinator :
Lakshita
Pallavi





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ACTIVITY -5

Date of Activity- 10th Oct 2024

Name of the Activity- Re-Brand It! - Unbox the Power of Branding

Organized by:

Dr. Ankur Sabharwal

Mr. Manish Gulyani

3rd October 2024, 10:25 a.m. – 12:05 p.m.

Objective:

To understand the importance of branding, packaging, and labeling in marketing.

To develop creative thinking and problem-solving skills among students.

Activity Details:

The branding activity focused on engaging students in an interactive session on the fundamentals of branding, packaging, and labeling. The following steps were involved:

Students were instructed to bring empty product boxes to the class.

These boxes were folded inside out to create a blank canvas for new branding ideas.

Teams worked on generating a:

New brand name

Logo

Tagline

Each team designed labeling on the blank boxes to match their creative branding concept.

The session concluded with teams presenting their rebranded product designs.

Outcomes:

Students demonstrated innovative and strategic thinking by transforming everyday products into creatively branded items.

Teams showcased the potential to devise compelling taglines and logos to add value to the rebranded products.

The activity emphasized the role of aesthetics and branding in creating perception and market differentiation for products.

Key Highlights:

Students identified and reimagined product concepts creatively, which not only improved their understanding of branding elements but also encouraged teamwork.

Interactive feedback during presentations motivated participants to refine their ideas further.

This activity emphasized practical application and skills integral for future marketers.



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Feedback:

The participants expressed enthusiasm for the hands-on experience.

Many highlighted that the activity deepened their understanding of the branding process and its relevance in real-world marketing.

Conclusion:

The "Re-Brand It!" session successfully achieved its objectives. Students left with enhanced knowledge of branding and a renewed appreciation for the importance of creativity and consumer focus in marketing campaigns.

Glimpse of the Activity

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**MARKODYSSEY**
The Marketing Club

**DMS**
Department of Management Studies
NBA Accredited

Re-Brand It!



Unbox The Power Of Branding

Objective :

- To understand the importance of branding , packaging , and labelling in marketing.
- To develop creative thinking and problem-solving skills

Activity details:

- Students will bring an empty product box to class.
- Boxes will be folded inside out to create a blank canvas.
- Students will generate:
 1. New brand name
 2. Logo
 3. Tagline
- labelling will be done on the blank box
- Students will present their rebranded product





\$15 \$150

Organizer :

Dr. Ankur Sabharwal
Mr. Manish Gulyani

 : 3 Oct. 2024
 : 10:25 a.m.-12:05 p.m.
 : G block , 4th floor





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	 REBRANDING ACTIVITY Submitted by : Gourav (241744) Sakshi (241713)



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ACTIVITY -6

Date of Activity- 7th Nov 2024

Name of the Activity- Marketing Quiz

Organized by:

The Marketing Club (Markodysey) of the Department of Management Studies, Panipat Institute of Engineering & Technology (PIET).

Faculty Coordinators:

Dr. Anju Kumari

Dr. Ankur Sabharwal

Date: November 7, 2024

Time: 10:30 a.m. – 12:00 p.m.

Objective of the Event:

The Marketing Quiz event was organized to:

Test and enhance the marketing knowledge of the students.

Encourage teamwork and healthy competition among participants.

Promote learning in a fun and interactive environment.

Reinforce key concepts of marketing and strategy through quiz-based learning.

Overview of the Event:

The quiz event included:

Multiple Rounds: Questions on marketing basics, case studies, and current industry trends.

Diverse Participation: Teams from various departments showcasing their marketing expertise.

Interactive Format: Engaging questions, buzzer rounds, and rapid-fire segments to keep the energy and excitement high.

Evaluation and Scoring: Participants were judged on accuracy, speed, and creativity in their responses.

Highlights:

Students actively participated, displaying their marketing acumen.

The event fostered curiosity about the practical aspects of marketing theories.

Engaging activities stimulated interest in current marketing challenges and trends.

Feedback from Participants:

Positive feedback was received for the organization and delivery of the event.

Students appreciated the creative structure and challenging nature of the questions.

Requests for more such activities to build understanding in marketing concepts and strategies were noted.

Conclusion:

The Marketing Quiz successfully achieved its purpose of promoting marketing education through interactive learning. It encouraged students to think critically and apply their marketing knowledge in competitive settings.

Glimpse of the Marketing Quiz



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MARKODYSEY
The Marketing Club

The Marketing Club of
the Department of
Management Studies

PRESENTS

MARKETING
QUIZ

7 November 2024

10:30 AM -12:00 PM

Faculty Coordinator :
Dr. Anju Kumari
Dr. Ankur Sabharwal





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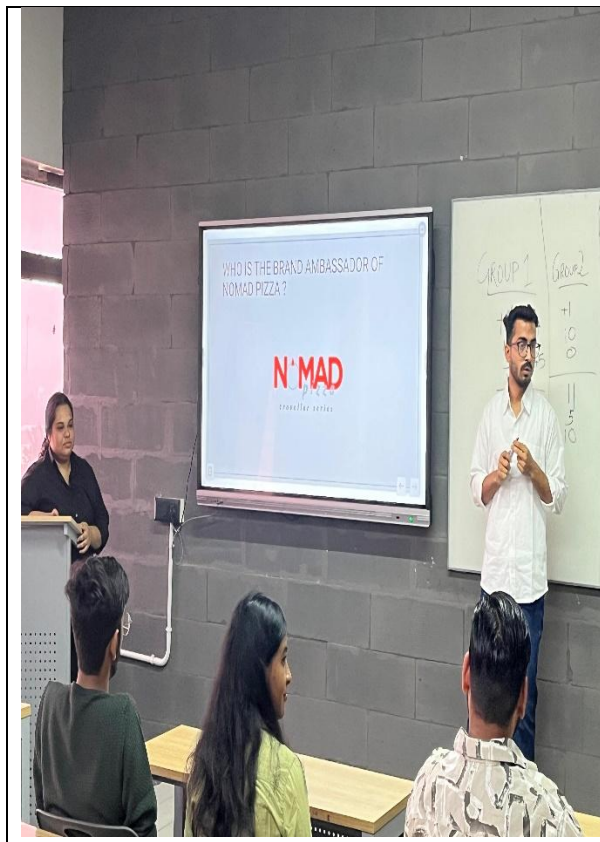




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ACTIVITY -7

Date of Activity- 15th Oct 2024

Name of the Activity- Guest Lecture on Smart Technologies: The Role of AI and IoT in Shaping the Future

Organized by:

Dr. Ankur Sabharwal

Mr. Manish Gulyani

Date and Time:

October 24, 2024

10:00 a.m. – 11:00 a.m.

Venue:

G Block, Room No. 505

Guest Speaker:

Mr. Aditya Raj

Expertise: Artificial Intelligence and Machine Learning (CSE AIML)

Objective of the Session:

The lecture aimed to:

Educate students about the pivotal role of Artificial Intelligence (AI) and the Internet of Things (IoT) in shaping the future across industries.

Highlight emerging trends and career opportunities in smart technologies.

Provide practical insights and inspire students to pursue innovations in AI and IoT.

Summary of the Session:

The session focused on:

Introduction to AI and IoT: The basics of these technologies and their applications in the modern world.

Revolutionizing Industries: How AI and IoT are transforming domains like healthcare, retail, transportation, and manufacturing.

Future Scope: Key advancements and the potential these technologies hold for future developments.

Practical Demonstrations: Examples of AI-driven systems and IoT-based solutions were shared to demonstrate their real-world relevance.

Career Opportunities: Insight into the professional growth prospects for students in AI and IoT domains, along with skills required to succeed.



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Key Takeaways:

AI and IoT are integral to creating smart, automated solutions in various sectors. Students gained insights into practical applications and innovative ideas using these technologies. The speaker motivated students to upgrade their skills in programming, data analytics, and system integration for a competitive edge.

Impact on Students:

The session sparked curiosity among students to delve deeper into these cutting-edge technologies. Students expressed enthusiasm about exploring AI and IoT-based projects and participating in future workshops.

Feedback:

Students appreciated the comprehensive explanation of the topic, relatable examples, and Mr. Aditya Raj's engaging delivery style.

Many expressed interest in having more such sessions on emerging technologies.

Conclusion:

The guest lecture successfully achieved its goals by educating students on the transformative role of AI and IoT. The event left students equipped with enhanced knowledge and inspiration to explore careers in this field.





**The marketing club of the department
of management studies**

Presents

A Session on
**Smart Technologies:
The Role of AI
and IOT in
shaping the future**

Guest speaker:
Mr. Aditya Raj
CSE AIML



 **October 24, 2024**
 **10:00 AM - 11:00 AM**
 **G Block ,Room no. 505**

Organizer:
Dr. Ankur Sabharwal
Mr. Manish Gulyani



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ACTIVITY -8

Date of Activity- 27th Nov 2024

Name of the Activity- Guest Lecture on can marketing serve a higher purpose

Organized by:

The Marketing Club (Markodyyssey) of the Department of Management Studies, Panipat Institute of Engineering & Technology (PIET).

Speaker:

Dr. Dinesh Gupta

Ex-Professor, BIMTECH & Jagran Lakecity University

Event Details:

Topic: "Can Marketing Serve a Higher Purpose?"

Date: Tuesday, November 27, 2024

Time: 11:00 a.m.

Venue: Department of Management Studies (DMS), Room No. 503

Objective of the Lecture:

The session aimed to explore how marketing can contribute beyond profitability, addressing societal, ethical, and sustainable dimensions. It sought to:

Inspire students to think about marketing as a tool for creating social value.

Highlight real-world examples of marketing campaigns addressing higher purposes.

Discuss the evolving role of marketers in aligning business goals with global challenges.

Key Highlights of the Lecture:

Dr. Dinesh Gupta shared insights from his academic and professional experience, offering examples from leading organizations.

The lecture covered themes like corporate social responsibility (CSR), ethical marketing, and how marketing influences positive societal changes.

Active participation and engaging discussions followed, where students raised questions about the balance between marketing goals and ethics.

Outcome of the Session:



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Students gained clarity on how businesses can integrate social and environmental considerations into their marketing strategies.

The session emphasized the importance of creativity and innovation in designing impactful campaigns that align with a higher purpose.

Participants left with a broader understanding of the responsibilities of marketers in the current global landscape.

Feedback:

Students and faculty appreciated the engaging style and depth of knowledge shared by Dr. Gupta.

The relevance of the topic to contemporary marketing practices was highly acknowledged.

Attendees expressed interest in future lectures on similar topics with more examples of practical implementation.

Glimpse of the Session

The poster is for an event titled "CAN MARKETING SERVE A HIGHER PURPOSE?" presented by MARKODYSEY (The Marketing Club). It features a circular portrait of Dr. Dinesh Gupta, identified as the speaker. The event is scheduled for Tuesday, 27 November 2024, at 11:00 AM, at DMS, Room No. 503. The poster includes logos for Panipat Institute of Engineering and Technology and DMS (Department of Management Studies) at the top. The background is dark blue with white and yellow text.

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DMS
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MARKODYSEY
The Marketing Club

PRESENTS
EXPERT TALK
ON
"CAN MARKETING SERVE A HIGHER PURPOSE?"

TUESDAY
27 November 2024

TIME
11:00 AM

Venue
DMS, Room No. 503

Speaker
Dr. Dinesh Gupta
Ex Professor, BIMTECH & JAGRAN LAKECITY UNIVERSITY



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Heartfelt Gratitude

The Marketing Club of the Department of Management Studies would like to extend its sincerest gratitude to all 1st and 3rd-semester students of the session 2024-25 for their enthusiastic participation and engagement in our events.

Your energy, creativity, and dedication have made our events truly unforgettable. We appreciate the time and effort you invested in each activity, from the "Just a Minute" introductions to the marketing quiz, and from the rebranding challenge to the insightful guest lectures.

We hope that these events have not only enhanced your knowledge and skills but also provided a platform for networking, teamwork, and personal growth.

We would also like to express our deepest gratitude to:

- Dr. Akhilesh Kumar Mishra, Head of the Department, for his constant guidance and support.
- Dr. Ankur Sabharwal, Head of the Marketing Club, for his visionary leadership and mentorship.
- Dr. Anju Kumari, Member of the Marketing Club, for her invaluable contributions and expertise.
- Mr. Manish Gulyani, Member of the Marketing Club, for his tireless efforts and dedication.

Thank you once again for being an integral part of the Marketing Club's journey. We look forward to many more exciting events and activities together!

Best regards,