

JSPM's

Jayawant Institute of Management Studies



WHAT IS MARKETING CLUB ABOUT???



Marketing club is regarded as a group of people coming together with a common view of increasing their knowledge of the marketing concepts and get a hands on experiences with the help of activities related to marketing.

WHY MARKETING CLUB???



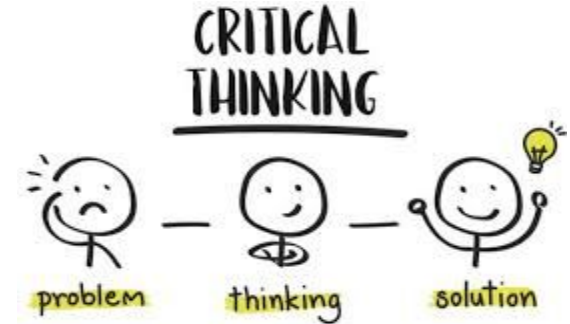
by providing a platform where students will get exposure to the marketing concepts by conducting real time activities.



provide a platform where students can assimilate the marketing management concepts.



create a pool of employable candidates to meet the industry requirements.



present a stage for the students to enhance and uplift their creative thinking abilities in solving problems and issues related to marketing.

BENEFITS TO CLUB MEMBERS

Opportunities to
interact with industry
professionals

Forum for students to
educate and enhance
their understanding of
marketing issues

Opportunities to work
on real time projects via
internship, presentations
and final placement

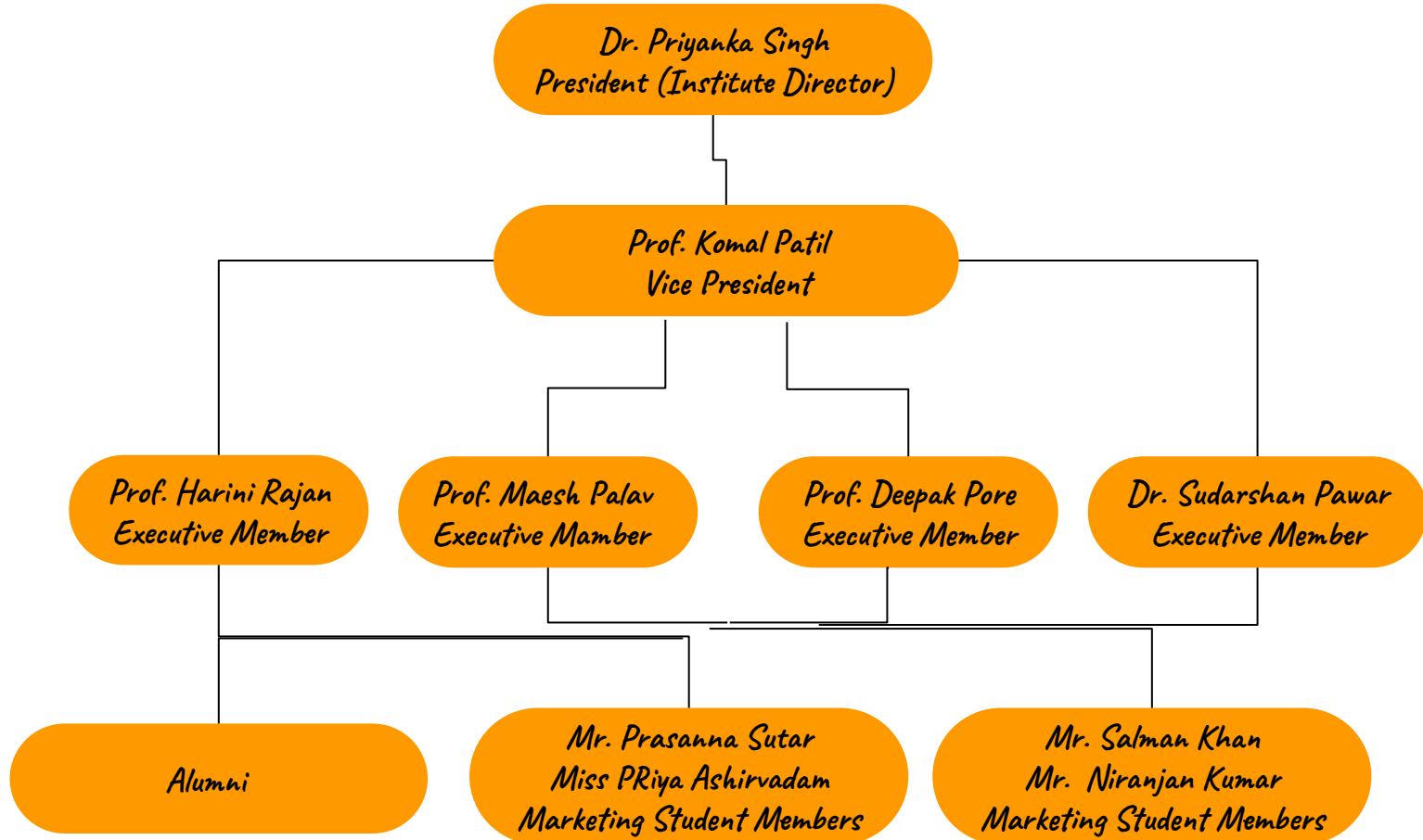
Practical application of
Marketing concepts and
learning them in form of
activities, case study,
workshops, etc.



"YES" & "NO" OF THE CLUB

- *Free Registration*
- *Club should consists of marketing specialisation students and faculties of marketing management*
- *Register the club in the college along with its own name and panel members name as well*
- *Provide a proper portfolio and well defined responsibility of the panel members*
- *Carry out at least one activity in a month*
- *Activity schedule should be properly and priorly defined by the panel. It should not anyway disrupt the normal schedule of the college.*
- *"A well Maintained Club" is the responsibility of the club members, if any discrepancy and/or damage to the club property occurs then the higher authority of the club panel must be informed*

CLUB STRUCTURE



THINK... PREPARE... ACT...

Conducted activities

- *Ad-O-Holic Competition*
- *Tagline/Catchy Phrase Competition*
- *'Mujhe Pehchano, Main hoon kaun'*
(Identify the brands based on some clues)
Competition
- *Har Rang kuch Kehta hai.... (Significance of colour in marketing of product/service)*

Planned Activities -

- *'Mujhe Pehchano, Main hoon kaun' (Identify the brands based on some clues) Competition*
- *Elixir (launching a unique product in the market and providing a marketing strategy for the same.)*
- *Packaging Exhibition*
- *Snippets (A series of marketing quiz questions and riddles)*
- *Marketing Casino*
- *Marketing Cards*
- *Har Rang kuch Kehta hai.... (Significance of colour in marketing of product/service)*
- *Learn from failure*
- *Seminar/Workshop/Guest lecture*

FIELD VISITS

- *Visit to Big Bazaar, Chinchwad*



- *Mapro Garden, Wai*



Milestones we aim to achieve in Future

Establish
our own
Brand



Provide
Consultancy

Take up Real Time Projects



