

Field Visits

Visit to
BigBazaar



Visit to
Mapro Industries,
Wai.



Website: www.jspmjims.edu.in



JSPM's

**Jayawant Institute of Management Studies
(JIMS)**

**ALPHA
Squad**
Marketing Club



Marketing is all about Value...

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.

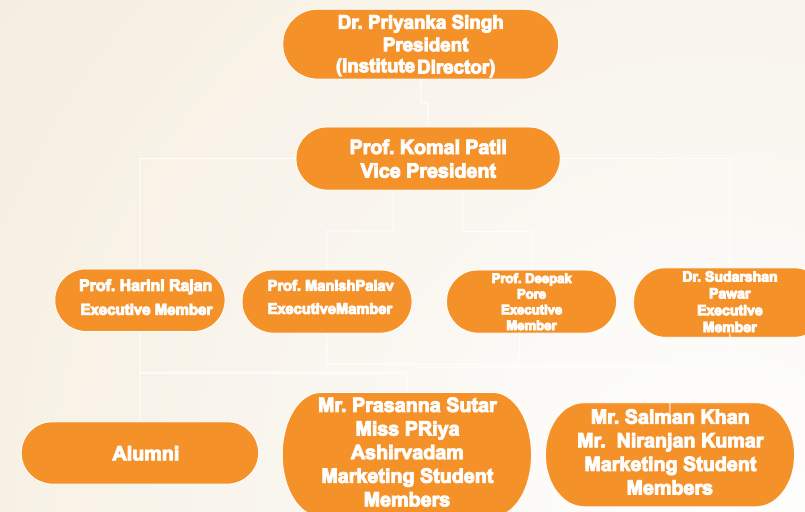
Benefits of Club Members



“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



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)

Tagline/Catchy Phrase Competition



Student Presentation during Tagline making and logo designing activity

Taglines and logo designed done by students



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 (Significance of colour in marketing of product/service)
- Har Rang kuch Kehta hai....
- Learn from failure
- Seminar/Workshop/Guest lecture