

Dayananda Sagar College of Arts, Science and Commerce
Kumaraswamy layout, Bengaluru-560111

Internal Quality Assurance Cell (IQAC)

The Marketing Club – Trio C’s – “Competition – Best Marketing Manager”

Department: BBA

Date: 20/09/2024

Sl. No.	Particulars	Event Related Details			
1.	Event	The Marketing Club – Trio C’s – “Competition – Best Marketing Manager”			
2.	Title of the Event	Best Marketing Manager			
3.	Date	18/09/2024 & 19/09/2024			
4.	Time	2:00 PM			
5.	Venue	New Business Block, Room No. 212			
6.	Resource Person 1 Details (Profile to be enclosed)	Dr. Deepika Sharma Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce Bangalore			
7.	Topics Covered	Strategic Thinking and Planning, Product Management, Pricing Strategy, Place Management, and Communication Skills			
8.	Resource Person 2 Details (Profile to be enclosed)	Prof. Chitra D Rao Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce Bangalore			
9.	Topics Covered	Strategic Thinking and Planning, Product Management, Pricing Strategy, Place (Distribution) Management, and Promotion and Communication Skills			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	5	External:	NIL
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	37	External:	NIL



Sl. No.	Particulars	Event Related Details
12.	Faculty Coordinators	Dr. Suplab Kanti Podder, Assistant Professor Dr. Shwetha. S. P, Assistant Professor Prof. Rajendra Kumar, Assistant Professor
13.	Student Coordinator/s	Chiranth Raj L Ranjani V Devika. L
14.	Total Expenditure (Details to be enclosed)	Rs. 320
15.	Sponsors and Amount (if any)	NIL
16.	Agenda of the Event	Day-1: 18-09-2024 2:00 PM: Round -1: Test 3:00 PM: Evaluation and Selection for the Final Round Day-2: 19-09-2024 2:00 PM: Introduction and Welcome to the Judges 2:15 PM: Overview of the program objectives and outcomes. 2:20 PM: Resource persons Address the Audience 2:30 PM: Presentation and Q&A Session 3:45 PM: Vote of Thanks
17.	Provided the link of the report uploaded on College Website	Yes
18.	Provide the links of the report uploaded on social media	Yes
19.	Report sent to Newspapers? If yes, provide cuttings/images:	NO



Sl. No.	Particulars	Event Related Details
20.	Certificates Printed? (Attach a copy**)	NO
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?*	YES
23.	Summary of the Event (Minimum 100 words)	<p>The Marketing Club – Trio C's organized the event "Best Marketing Manager" with the aim of providing students an opportunity to demonstrate their marketing acumen and strategic thinking. The event consisted of two rounds designed to assess participants on their marketing and communication skills, with a focus on the 4P's of Marketing. Round 1: Elimination Round, total of 23 students participated in the first round. Round 2: Final Round – Presentation on 4P's of Marketing. Each participant presented their strategic marketing approach for their chosen product, supported with market data, product management techniques, and pricing strategies. Participants also focused on promoting their product through communication strategies and identified distribution channels for effective placement of the product in the market. The judges posed critical questions to each participant to further understand their reasoning and marketing strategy. This also allowed them to gauge each participant's ability to defend their marketing decisions with justifications, showcasing their depth of knowledge and practical application of marketing concepts. The event successfully highlighted the participants' skills in marketing and provided them with practical exposure to real-world marketing scenarios. The judges and audience commended the strategic insights and innovative approaches presented by the students. The "Best Marketing Manager" event organized by the Marketing Club – Trio C's was a successful demonstration of the participants' marketing capabilities. The finalists showed excellent strategic thinking and creative marketing solutions, and the event provided valuable learning experiences for all attendees.</p>



Sl. No.	Particulars	Event Related Details
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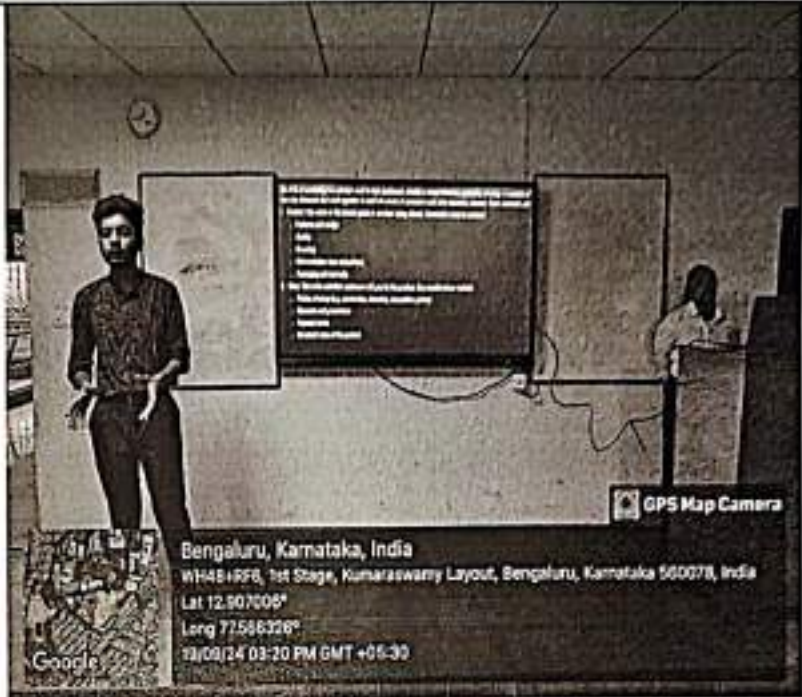

24. Photographs of the Event



[Pic-1: Marketing Club – Trio Cs “Best Marketing Manager” Poster



[Pic.2: Best Marketing Manager-Round-1: Participants]

Sl. No.	Particulars	Event Related Details
		 <p data-bbox="576 999 1246 1032">[Pic-3: Round-2: Presentation on 4P's of Marketing]</p>
		
		<p data-bbox="571 1547 1289 1581">Pic.4. Participants with judges and event coordinators.</p>

Srinivas
20/09/2024
Event Coordinator

D. S. S.
HOD/Director

A. G. S.
20/09/24
IQAC Coordinator

Balu
Principal

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara swamy Layout, Bengaluru - 560 111

Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE



Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore 560 111

(Affiliated to Bangalore University)


Internal Quality Assurance Cell (IQAC) Cell
Department of Management - BBA

The Marketing Club – Trio C's

Presents

Best Marketing Manager



 **Thursday, 19th September 2024, 3:00 pm Onwards**

 **New Business Block, Room No. 206**

Faculty Coordinators

- Dr. Suplab Kanti Podder
- Dr. Shwetha. S. P
- Prof. Rajendra Kumar

Student Coordinators

- Mr. Chiranth Raj L
- Ms. Ranjani V
- Ms. Taj Sultana
- Mr. Pratham Modi

HOD's

IQAC Coordinator

Vice-Principal

Principal



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Department of Management

(UG)-BBA



Date: 18/09/2024

CIRCULAR: MARKETING CLUB – Trio C's

This is to inform all students of BBA that the Marketing CLUB is conducting an activity- "Best Marketing Manager" on 19th September 2024, 3.00 PM in Class Room no 206. Looking forward for enthusiastic participation.


Marketing Club Coordinator


HOD-BBA


Principal

Principal
Dayananda Sagar College of Art
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 11

Dayananda Sagar College of Arts, Science and Commerce

Kumaraswamy Layout, Bangalore-560078

Department of Management - BBA

Marketing Club -Trio Cs

Building No. 13

Date: 18-09-2024

Room No.	Class/Section	Name of the Faculty	Signature
201	5BBA-A	<i>[Signature]</i> VINAY.M	<i>[Signature]</i>
202	5BBA-B	VINAY.M	<i>[Signature]</i>
203	5BBA-C	Sowmya.g	<i>[Signature]</i>
210	3BBA-C	Arijun Kumar kv	<i>[Signature]</i>
211	3BBA-B	Dr D ee fika	<i>[Signature]</i>
212	3BBA-A	Dr. Suptad p o ddu	<i>[Signature]</i>

Building No. 17

Room No.	Class/Section	Name of the Faculty	Signature
201	1BBA-A	JAYASHREE . C	<i>[Signature]</i>
202	1BBA-B	YASWASWINI . S	<i>[Signature]</i>
203	1BBA-C	KAVYA . R	<i>[Signature]</i>

Dayananda Sagar college of Arts, Science and Commerce

Kumaraswamy Layout, Bengaluru-560111

Department of Management - BBA

The Marketing Club – Trio C's

Date: 18/09/2024

Venue: New Business Block, Building No. 13

Time: 2:00 PM – 3:00 PM

Attendance

Sl. No.	Name of the Participants	Signature
1	Nikhil Singh Roy	N.S. Roy
2	Taskeen	Taskeen
3	Zulmarzain	Zulmarzain
4	PAVANA.R	Pavana.R
5	LIKITHA.K.	Likitha
6	LISHA.M	Lisha
7	Ranjitha Ramesh	Ranjitha
8	Rakshan Patel.T.R	Rakshan Patel
9	Auspita Kumari	Auspita
10	Shruti Kumari	Shruti
11	Banav Kumar	Banav
12	Surbhi Kumari	Surbhi



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Department of Management - BBA

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Venue: New Business Block, Building No. 13

Time: 2:00 PM

Event: Best Marketing Manager

Attendance

Sl. No.	Name of the Participants	Signature
1	Shreuti Kumari	
2	Burbbli Kumari	
3	ZULQARNAIN	
4	Moham Sanha Roy	
5	Ranjitha Ramesh	
6	Laskeen	
7	Syed Luykhat	

