

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

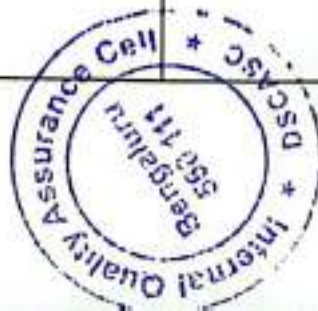
Internal Quality Assurance Cell (IQAC)

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

Department: BBA

Date: 30/10/2024

Sl. No.	Particulars	Event Related Details			
1.	Event	The Marketing Club – Trio C’s – “Competition – Reel Your Vision”			
2.	Title of the Event	Reel Your Vision			
3.	Date	29/10/2024			
4.	Time	3:00 PM			
5.	Venue	New Business Block, Room No. 209			
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 for designing real, Presentation and Communication Skills			
8.	Resource Person 2 Details (Profile to be enclosed)	Prof. Vinay M Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce Bangalore			
9.	Topics Covered	Strategic Thinking and Planning for designing real, Presentation and Communication Skills			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	Nil	External:	NIL
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	08	External:	NIL






Sl No.	Particulars	Event Related Details
12.	Faculty Coordinators	Dr. Suplab Kanti Podder Dr. Shwetha. S. P Prof. Rajendra Kumar Prof. Praveen M. V Prof. Shruti H. S
13.	Student Coordinator/s	Chiranth Raj L, BBA, 5 th Semester Ranjani V, BBA, 5 th Semester Devika, B.Com, 3 rd Semester Mohan Sinha Roy, BBA 1 st Semester
14.	Total Expenditure (Details to be enclosed)	Rs. 360
15.	Sponsors and Amount (if any)	NIL
16.	Agenda of the Event	Date: 29-10-2024 3:00 PM: Introduction and Welcome to the Judges 3:15 PM: Overview of the program objectives and outcomes. 3:20 PM: Resource persons Address the Audience 3:30 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 an engaging event titled "Reel Your Vision," on 29th October, 2024, aimed at providing students with a platform to showcase their marketing expertise and strategic thinking skills. The focus was on FMCG (Fast-Moving Consumer Goods) products, challenging participants to conceptualize and create reels that highlighted both product appeal and innovative marketing strategies. Participants were tasked with capturing the essence of FMCG branding through concise, impactful visuals and clear messaging tailored for social media platforms. The event not only encouraged creativity in content creation but also emphasized the importance of understanding consumer behaviour and leveraging digital media for brand engagement. Teams were judged on creativity, relevance, clarity, and engagement potential, with a special focus on aligning visuals with brand positioning. "Reel Your Vision" fostered a hands-on learning experience, blending theory with practical application, and provided participants a taste of real-world digital marketing challenges. The event was well-received, with students displaying remarkable ingenuity and a keen understanding of digital branding, demonstrating the effectiveness of experiential learning in marketing.</p>



Sl. No.	Particulars	Event Related Details
		 <p data-bbox="606 884 1364 929">[Pic-3: Reel Your Vision, Participants with student coordinators]</p>
		 <p data-bbox="606 1556 1300 1601">Pic.4. Participants with judges and event coordinators.</p>

Smruti
30/10/24
Event Coordinator

[Signature]
HOD/Director

[Signature]
IQAC Coordinator
IQAC Co-ordinator
Jayananda Sagar College of Arts,
Science & Commerce
Kumara my Layout, Bangalore - 560 111.

[Signature]
Principal



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560078

(Affiliated to Bangalore University)



**INTERNAL QUALITY ASSURANCE CELL (IQAC)
DEPARTMENT OF MANAGEMENT - BBA**

Trio C's The Marketing Club

REEEL YOUR VISION



**Tuesday 29th October, 3:00PM Onwards
Building No: 13, Room No: 212**

Faculty Coordinators:

Dr. Suplab Kanti Podder

Dr. Shwetha S P

Prof. Rajendra Kumar

Prof. Praveen M V

Prof. Shruti H S

Student Coordinators:

Rutika

Devika

Tejaswini

Rakshan

Ranjitha

Likitha

Deeksha

Lisha

Mohan

Zayn

Dayananda Sagar College of Arts, Science and Commerce

Kumaraswamy Layout, Bangalore-560078

Department of Management - BBA

Marketing Club –Trio Cs

Circular

Date: 28-10-2024

The Marketing Club is thrilled to introduce an exciting event—"REEL YOUR VISION"—scheduled for 29th October at 3:00 PM. This event provides an incredible opportunity for students to dive into the art of reel or AD making, focused specifically on FMCG products. Participants will gain hands-on experience in creating impactful, audience-centered content while uncovering essential marketing insights. It's a fantastic way to refine marketing skills in a lively, engaging environment. We look forward to enthusiastic participation from BBA and B.Com students as they bring their creative ideas and unique vision to life!


28/10/24

Marketing Club Coordinator



HOD-BBA


28/10/24

Principal

Dayananda Sagar college of Arts, Science and Commerce

Kumaraswamy Layout, Bengaluru-560111

Department of Management - BBA

The Marketing Club – Trio C's

Date: 29/10/2024
no.201

Venue: Building No. 13, Room

Time: 3:00 PM

Event: REEL YOUR VISION

Attendance

Sl. No.	Name of the Participants	Signature
01	V. Aishwarya.	V. Aishwarya
02	Zulquarnain	Zulquarnain
03	Likitha.K.	Likitha.K.
04.	Lisha.M	Lisha.M
05.	Ranjitha.R	Ranjitha.R
06.	Rakshan.	Rakshan.
07.	Mohan	Mohan.
08	Soumajit Bawr	Soumajit Bawr