

**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: B.Com

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



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



No.	Particulars	Event Related Details
20.	<b>Certificates Printed?</b> (Attach a copy**)	NO
21.	<b>Feedback Collected?</b> (Attach a copy**)	Yes
22.	<b>Attendance Sheet Attached? *</b>	YES
23.	<b>Summary of the Event (Minimum 100 words)</b>	<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>



No. 24.

Particulars

Photographs of the Event


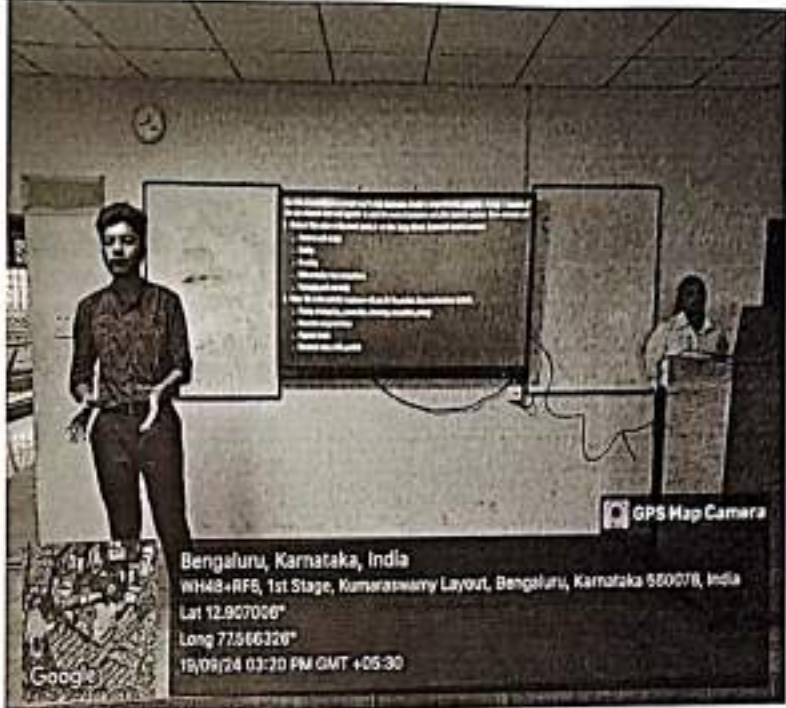

Event Related Details



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



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

No.	Particulars	Event Related Details
		 <p data-bbox="590 963 1252 1008">[Pic-3: Round-2: Presentation on 4P's of Marketing]</p>
		 <p data-bbox="590 1512 1292 1556">Pic.4. Participants with judges and event coordinators.</p>

*Srinidhi*  
20/09/2024  
Event Coordinator

*ebh*  
HOD/Director

*A. G. Srinidhi*  
20/09/24  
IQAC Coordinator  
Dayananda Sagar College of Arts,  
Science & Commerce,  
Kumara my Layout, Bengaluru

*Balu. C*  
Principal  
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 Commerce (B.Com)**

**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)-B.Com



Date: 18/09/2024

CIRCULAR: MARKETING CLUB – Trio C's

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

  
Marketing Club Coordinator

  
HOD-B.com

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

Dayananda Sagar college of Arts, Science and Commerce

Kumaraswamy Layout, Bengaluru-560111

Department of Commerce – B.Com

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	Deeksha . L	Deeksha
2	Rakshitha . M	Rakshitha . M
3	Vishnu Raiya . R	Vishnu
4	Madhusree . P	Madhusree . P
5	Pustpalatha . K . S	Pustpalatha . K . S
6	Punith Sagar . M	Punith
7	Shubhashree . R	Shubhashree
8	Shalini . B	Shalini . B
9	Praeeth . CH	Praeeth . CH
10	Kishan . S	Kishan
11	Danish Chauhan	Danish









Dayananda Sagar College of Arts, Science and Commerce

Kumaraswamy Layout, Bangalore-560078

Department of Commerce – B.Com

Marketing Club –Trio Cs

Building No. 13

Date: 18-09-2024

Room No.	Class/Section	Name of the Faculty	Signature
204	5B.Com-C	Shalini Rawani	Shal
205	5.B.Com-B	VINAY.M	VINAY.M
206	5B.Com-A	Vinutha.k	Vinutha.k
207	5B.Com-D	Shruti R.	Shruti R.
208	5B.Com-E	cmlavanya	cmlavanya
209	3B.Com-F	Praveen MV	Praveen MV
405	1B.COM-A	Dr. Vaidya K.S	Dr. Vaidya K.S
406	1B.COM-B	Geethashree.k	Geethashree.k
407	1B.COM-C	Lalitha	Lalitha
408	1B.COM-D	ARPANA SHETTY.H.	ARPANA SHETTY.H.
409	1B.COM-E	Manjushree R.K	Manjushree R.K
410	1B.COM-F	Parimala.R	Parimala.R
508	3B.COM-E	Sadiya Firdose.R.2	Sadiya Firdose.R.2
701	3B.COM-A	Vinutha.k	Vinutha.k
702	3B.COM-B	Dr. JAMESH M.R	Dr. JAMESH M.R
703	3B.COM-C	Chitra D. Rao	Chitra D. Rao
704	3B.COM-D	Dr. Vaidya K.S	Dr. Vaidya K.S