

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

**Internal Quality Assurance Cell (IQAC)**

**The Marketing Club – Trio C’s – “Competition – Reel Your Vision”**

Department: B.Com

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 <sup>th</sup> Semester Ranjani V, BBA, 5 <sup>th</sup> Semester Devika, B.Com, 3 <sup>rd</sup> Semester Mohan Sinha Roy, BBA 1 <sup>st</sup> 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
24.	Photographs of the Event	 <p>The poster is for an event titled "Reel Your Vision" organized by the Marketing Club (Trio C's) of Dayananda Sagar College of Arts, Science and Commerce. The event is scheduled for Tuesday, 29th October, starting at 3:00 PM in Building No. 13, Room No. 212. The poster lists faculty coordinators: Dr. Suprab Kanti Podder, Dr. Shwetha S P, Prof. Rajendra Kumar, Prof. Praveen M V, and Prof. Shreel H S. Student coordinators listed are Rutika, Devika, Tejaswini, Rakshan, Sanjitha, Shikha, Dasha, Lisha, Mohan, and Zayn.</p>
		[Pic-1: Marketing Club – Trio Cs "Reel Your Vision" Poster]
		 <p>A photograph showing a group of students sitting at tables in a classroom or meeting room, participating in the event. A presentation screen is visible in the background.</p>
		[Pic.2: Reel Your Vision: Participants]



Sl. No.	Particulars	Event Related Details
		 <p data-bbox="582 918 1300 963">[Pic-3: Reel Your Vision, Participants with student coordinators]</p>
		 <p data-bbox="582 1601 1236 1646">Pic.4. Participants with judges and event coordinators.</p>

*Smita*  
30/10/2024

Event Coordinator

*[Signature]*

HOD/Director

*[Signature]*

IQAC Coordinator  
Co-ordinator

Jayananta Sagar College of Arts,  
Science & Commerce  
Kumara ,vny Layout, Bengaluru - 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 COMMERCE- B.COM**

## **Trio C's The Marketing Club**

# REEL 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 Commerce – B.Com**

**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!

  
Marketing Club Coordinator

  
HOD-B.Com

  
Principal

**Dayananda Sagar college of Arts, Science and Commerce**

**Kumaraswamy Layout, Bengaluru-560111**

**Department of Commerce – B.Com.**

**The Marketing Club – Trio C's**


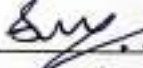
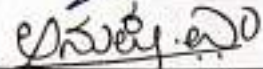
**Date: 29/10/2024  
no.201**

**Venue: Building No. 13, Room**

**Time: 3:00 PM**

**Event: REEL YOUR VISION**

**Attendance**

Sl. No.	Name of the Participants	Signature
1.	Shait Roshni	
2.	Sloka .T.S	
3.	Aishwarya.H.D	Aishwarya.H.D
4.	Siddiqia Shariff	
5.	ANUSHA.M.	
6.	CHANDANA.G	chandan
7.	Ankitha Kircin B.M	Ankitha
8.	Punith Sagar.M	Punith,