

Marketing Club

Plan of Activities

Overall Strategy

- 1) Students to seek marketing professionals as mentors for guidance.
- 2) Refer to select journals for relevant topics.
- 3) Form teams for pre- and post-event tasks.
- 4) Set up a separate coordination team.
- 5) Assign tasks based on student skills (tech, creative, communication, etc.).
- 6) Select students from the first year.

Sno	Activity	Faculty Responsible	Topic	Date	Objective and Strategy
1	The event highlighted the power of Millets and showcased how raw product is branded and consumed by the customers in different platforms	Vipin Rawat	Millet Magic: Innovating Superfoods for Tomorrow's Consumer	24-Sep-24	<p>Objective: To inspire MBA students by showcasing entrepreneurial opportunities in the superfood sector through the success story of the Millet Magic Foundation.</p> <p>Strategy: Engage students with real-world insights on brand building, farm-to-fork supply chains, and innovation, encouraging them to explore sustainable business models and emerging consumer trends.</p>