

MarkUs – The Marketing Society

About the Society:

MarkUs aims at providing a platform for its members to instill knowledge and prowess about the latest marketing trends and strategies prevailing in the global world.

The primary objective of the society is to imbibe innovative and creative talent in students through numerous opportunities; thus, expanding their horizon in the world of marketing

MarkUs is committed to igniting passion for marketing amongst the student community.

Focusing at personal growth and career development, MarkUs has successfully collaborated with 20+ organizations in it's past.

Convener name: Dr. Ritika Seth

Student members (with positions held):

S. No.	Name	Post
Core		
1.	Vaibhav Kumar	President
2.	Nidhi Batra	Vice President
3.	Ayushi Srivastava	General Secretary
4.	Jhalak Mittal	General Secretary
5.	Raghav Singla	Joint Secretary
6.	Vikramjeet Singh	Joint Secretary
7.	Shelly Yadav	Project Director

Report of every event/workshop/seminar organized/participated in the Academic Year 20-21 in the following lay out:

Event 1: Webinar on social media marketing (28th March, 2021)

MarkUs in collaboration with Empower Plus presented a knowledge-packed webinar on Social Media Marketing. This engaging webinar saw contagious enthusiasm from over 150 students from various colleges. In today's era, social media marketing is used in a myriad of ways by almost every business organisation to drive website traffic, therefore, this session guided all the attendees about how marketers are using various tactics to increase their brand awareness. It was indeed an enriching experience for all the budding marketers marked by active participation from them.



Event 2: Young Leaders Programme (12th March, 2021)

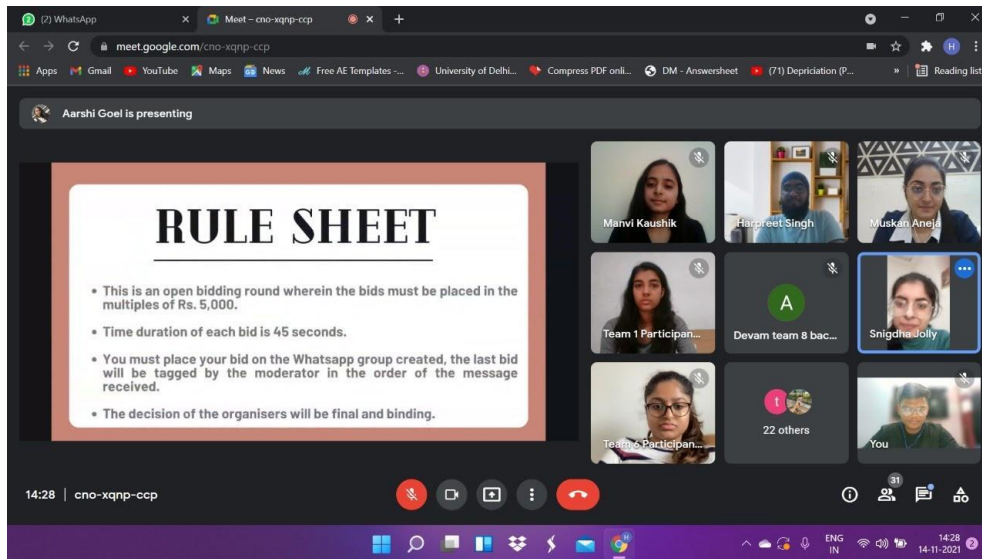
MarkUs in collaboration with the Indian School of Business conducted an enriching program to provide all the details regarding the different postgraduate programs offered by ISB. A whopping number of attendees showed enthusiastic participation in this program and were able to acquire a clear picture about their future career prospects. This event was a massive success as it provided great insights into the YLP programme and final year students were well-counselled.



Event 3: Markudo- Mark your move (7th March, 2021)

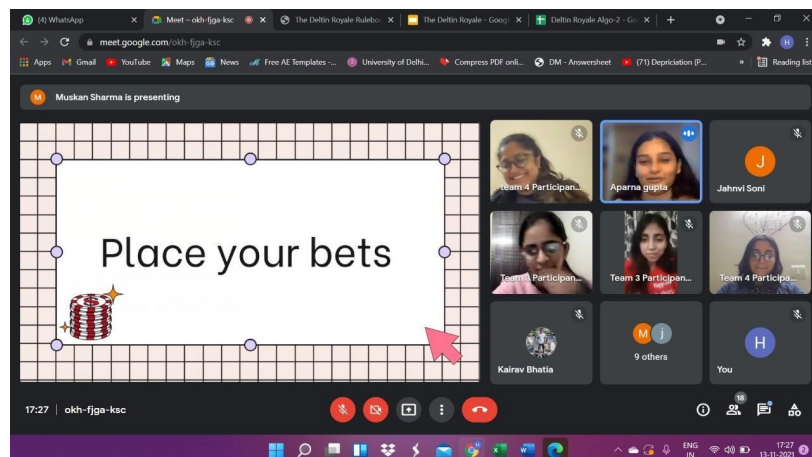
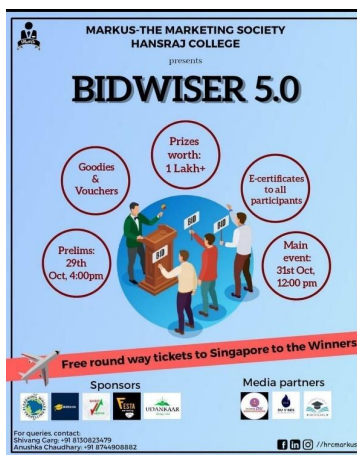
MarkUs presented another neoteric event which consisted of three rounds. The first two rounds consisted of quizzes based on different concepts with a twist of marketing and were eliminatory. The top 8 teams made it to the final round which consisted of a board game and building a marketing campaign at the end. All the teams were allotted a fixed budget which was to be utilized while picking up various marketing elements such as the brand ambassadors, content writers, social media platforms, etc. through the board game which were to be used while creating a marketing campaign at the end. The marketing campaigns of the teams were judged upon various parameters such as creativity, relevance, thoughtfulness, etc.





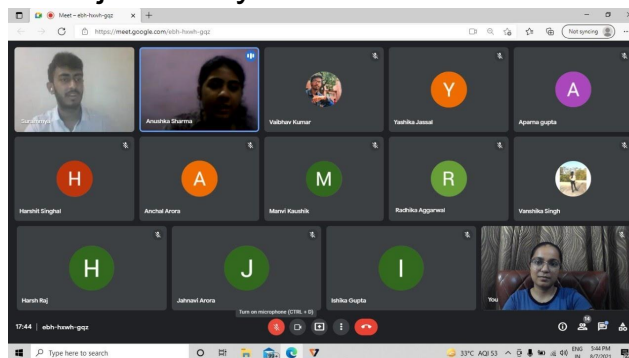
Event 4: Bidwiser (31st October, 2020)

MarkUs- The Marketing Society, Hansraj College organized yet another edition of its flagship event 'Bidwiser'. The event witnessed the participation of over 300+ students coming from diverse academic backgrounds across India. The event consisted of three competitive rounds which required the teams to showcase their skills, tactics, wits, and marketing strategies to succeed to each level. The event combined the elements of bidding and auction infused with the twist of marketing. The top 15 teams made it to the finale to fight for the coveted title and prizes worth Rs. 1,00,000.



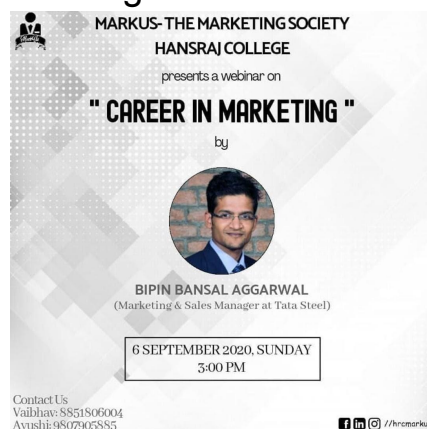
Event 5: Webinar on changes in job trends

The corporate world is a dynamic space with ever-evolving trends which require people to equip themselves with new skill sets to adapt and stay relevant and job-ready in the market. Keeping this in mind, we at MarkUs organized a webinar on “Changes in job trends” in collaboration with Ultimate Access Education to create awareness among the college students about the changes in trends and new demands of the companies in the corporate world and the upcoming career options. The session proved to be insightful for all the attendees. It opened the doors of new career options available for them and expanded their horizons. The webinar also touched upon the ways through which the students can upskill themselves to be future job-ready.



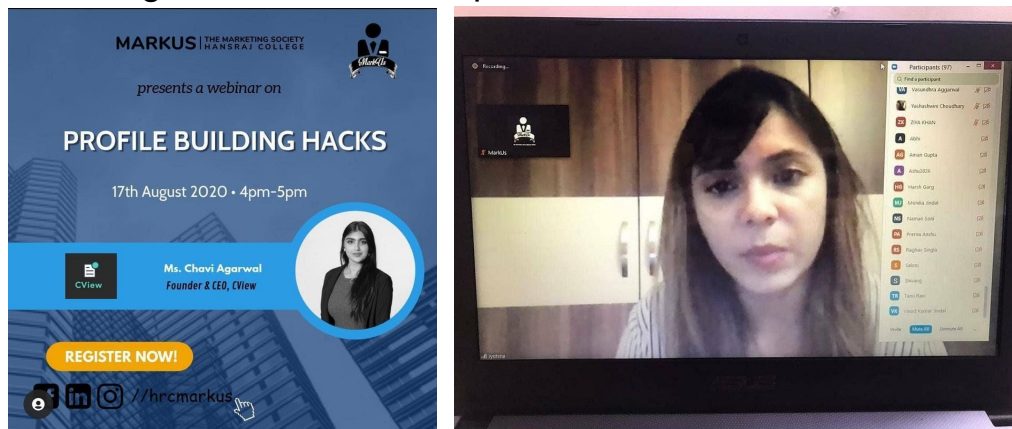
Event 6: Webinar on Careers in Marketing (6th September, 2020)

With new career options coming now and then, MarkUs took the responsibility to enlighten the students about various career options available in the field of marketing. The session focused on the details about the job profile, job description, skill sets, and qualifications for various career prospects like marketing analyst, brand manager, advertising manager, CMO, etc. All in all, the session was insightful for all the attendees who were able to get a much clearer picture of the diverse career options that the marketing domain has to offer.



Event 7: Webinar on Profile Building Hacks (17th August, 2020)

The coronavirus pandemic has irrevocably shifted all the work and interaction to online mode. Hence, it is of utmost importance to build an impressive profile. To address this issue, we at MarkUs conducted a webinar on “Profile Building Hacks”. This webinar was witnessed by 200 students. This intriguing session was headed by Ms. Chhavi Aggrawal, Founder & CEO of CView. This was indeed an eye-opening session as it entailed amazing hacks to build the profile.



Event 8: Webinar on design thinking (8th August, 2020)

We at MarkUs, came up with another exclusive webinar on Design Thinking. The informative and engaging webinar took place on 8th August 2020 with the active participation of over 180 students belonging to diverse fields. This webinar primarily focused on the improvement of soft skills among the students which are of utmost significance in defining the real problems and exploring potential new solutions. All the attendees were well-guided about design thinking by the esteemed guest speaker Mr. Rakesh Krishnan from IBM. The event was high-flying which was evident from the student's enthusiasm.



Photographs

