



2020-2021

Name of the Department/Society: **MarkUs – The Marketing Society**

Name of the Event 6: Markudo- mark your move

Date of the Event: 7th March 2021

Markudo- Mark your move: 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.

MARKUS | THE MARKETING SOCIETY
HANSRAJ COLLEGE
Presents

M A R K U D O

MARK YOUR MOVE

+ **ROUND 1** 5th March 2021

+ **ROUND 2** 6th March 2021

+ **FINAL ROUND** 7th March 2021

Deadline for registrations: 4th March

Prizes worth ₹60K INCLUDING CASH PRIZE OF ₹10K

E-CERTIFICATES TO ALL THE PARTICIPANTS

MEDIA SPONSORS: EDUVISTA, EDUVISTA

EDUCATIONAL SPONSORS: EMPOWER PLUS, mycaptain, STUDYFREE

EVENT SPONSOR: UDANKAAR

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हंसराज कॉलेज
— दिल्ली विश्वविद्यालय —

HANSRAJ COLLEGE
University Of Delhi
NAAC Grade A+ with CGPA 3.62

The screenshot shows a Google Meet interface. On the left, a slide titled "RULE SHEET" is displayed with the following text:

- This is an open bidding round wherein the bids must be placed in the multiples of Rs. 5,000.
- Time duration of each bid is 45 seconds.
- You must place your bid on the Whatsapp group created, the last bid will be tagged by the moderator in the order of the message received.
- The decision of the organisers will be final and binding.

On the right, a grid of video thumbnails shows participants: Manvi Kaushik, Anshu Singh, Muskan Anand, Team 1 Participan..., Devam team 8 bac..., Snigdha Jolly, Team 2 Participan..., 22 others, and You. The bottom of the screen shows the Windows taskbar with the time 14:28 and date 14-11-2021.