

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

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

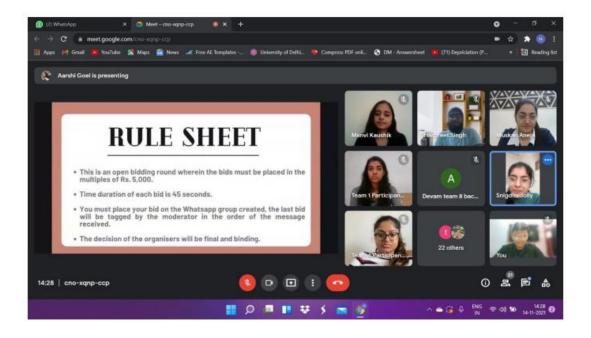
Markudo- Mark your move: MarkUs presented another neoteric event which consisted of three rounds. The first two rounds consisted of quizzes based on different concepts with a twist of marketing and were eliminatory. The top 8 teams made it to the final round which consisted of a board game and building 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.



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