



हंसराज कॉलेज  
— दिल्ली विश्वविद्यालय —

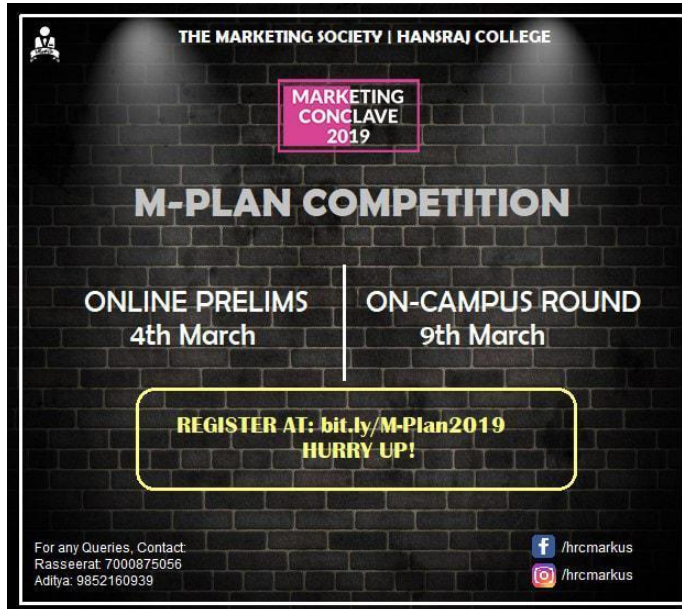
HANSRAJ COLLEGE  
University Of Delhi  
NAAC Grade A+ with CGPA 3.62

**2018-2019**

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

Name of the Event 6: M-Plan Competition

Date of the Event: 4th-9th March 2019



MarkUs organized a comprehensive marketing plan competition M - plan . The participants were required to analyze the market and overcome the challenges by preparing an effective plan to come out stronger. In the world of survival of the fittest, the participants had to delve into challenging case studies , analyze the target market, visualize and forecast , make dynamic decisions in real time and overcome the challenges to emerge as the marketing maestro.