



RUKMINI DEVI
Institute of Advanced Studies

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DOSSIER
ON
Marketing Plan (Internal Event)

Marketing Club
ON
11/09/2019



Submitted By:	Pooja Bahl
Designation:	Associate Professor
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Title	Submission of Dossier for "Marketing Plan"
Resource Person/Facilitator	Marketing Plan Competition
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Summary

VIPANAN Marketing Club organised Yoddha- Marketing Plan Competition for both BBA and MBA students. 17 teams participated in the competition. Each team had 2 minimum and 4 maximum participants.

The zeal and fervour showcased by participants was remarkable. Sustainable products like cloth bags, jute bags, showers with timer to save water, organic food, Wifi in Led bulb, reusable slipper with detached sole, multi-purpose bag, electronic notebook, organic kajal, capsule - RFID & NFC powered, handicraft product, e-blood bank, slide and lift stretcher and many more were presented by the students.

This competition helped students learn the concepts of marketing and apply 4Ps of marketing on their products and services. Participation from all semesters of BBA and MBA made it more healthy and full of high spirits.

Participants used this provided platform to show their learning and understanding of marketing. The judges of the competition were Ms. Shikha Dua and Ms. Radhika Thapar Soni. Following were the winners:

First prize - Team Brainiacs, Daniyal Usmani and Mahak Bansal from MBA III and their product was Wifi in Led bulb

Second prize - Hakuna matata, Ayush Khulbe, Vasudha Sharma, Priyanka Gangwar and Mohamad Azhar from MBA III and their product was e-blood bank application

Third prize - Team Lakers, Karandeep Singh Arneja, Dhriti Skatyal and Himanshu Chaudhary from MBA III and their product was slide and lift stretcher.

Marketing Plan Competition promoted healthy competition among students. Innovative marketing skill among students were encouraged , thus making it a great success.

Dossier Image



First Prize Winner Team Brainiacs, Daniyal Usmani and Mahak Bansal from MBA III and their product was Wifi in Led bulb



Second Prize Winner Team Hakuna matata, Ayush Khulbe, Vasudha Sharma, Priyanka Gangwar and Mohamad Azhar from MBA III and their product was e-blood bank application



Third prize Winner Team Lakers, Karandeep Singh Arneja, Dhriti Skatyal and Himanshu Chaudhary from MBA III and their product was slide and lift stretcher.



Anchors of Competition



Team displaying their marketing plan on Cloth bag