



Marketing Club
of
School of Petroleum Management
Presents
Events summary



Dr. Kaushal Kishore
Chairperson: Marketing Club, SPM-PDEU



Dr Shubhasheesh Bhattacharya
Director & Professor: SPM-PDEU

Marketing Club Members (2021-23)



Nilesh Sharma
(E&I)



Priyal Thakkar
(E&I)



Vishwa Patel
(GM)



Vivek Chauhan
(E&I)



Khushbu Agrawal
(GM)

Marketing Club Members (2022-24)



Janmey Panchal
(E&I)



Krushi Nagar
(GM)



Priya Majethia
(GM)



Anchal Kalra
(GM)



Jenish Dhruve
(GM)

Events

Name of the event: **Vichar Vimarsh**

Date: 4th January, 2023.

Time: 6 pm to 7:30 pm

Venue: On Campus

Event Synopsis

MarCom held an event dubbed "Vichar Vimarsh 2.0" on January 4, 2023. It was a friendly argument battle covering market competition strategies like price, consumer targeting, positioning, branding, and data-driven comparison of two organisations divided into separate teams.

The event was the brainchild of batch 2021-23 members Vishwa Patel, Kunal Patil, and Nidhishree Gandhi.

Dominos and La-pinoz served as the first debate topic for the teams. The teams presented their marketing research with compelling arguments and addressed the aforementioned issues with eye-catching facts and figures. The pitch to wrap up the discussion concluded the first round. Teams were given Amazon and Flipkart as their second topic, which included information about the companies' identities, market presence, customer satisfaction scores, market shares, customer loyalty, buyer personas, and other factors. Both games finished with a team member promoting their brands to close the discussion.

The Vichar Vimarsh 2.0 Performers, Srushti Trivedi and Himanshu D, were revealed at the event's conclusion.



Thanks & Regards
Team MarCom

Janmey Panchal (E&I) 22-24	Krushni Nagar (GM) 22-24	Priya Majethia (GM) 22-24
Jenish Dhruve (GM) 22-24	Anchal Kalra (GM) 22-24	

Name of the event: **Guestich**

Date: 15th October, 2022

Time: 11am to 1pm

Venue: On Campus

Event Synopsis

The Marketing Club organised the first event for the new batch of 2022-24. The participation showed the enthusiasm and creativity in the batch. The event was named with a combination of two words; guess and pitch. As the participants had to guess the products first and then they had to pitch it.

The competition was divided into 3 rounds to score the best team from various participating teams, the rounds included test teams market knowledge and inculcate time management, innovation and creativity during each round.

The first round was a guessing round which included guessing the brand through solving a riddle. "Guestich" echoed in the venue. The next round was followed by allocating the products for pitching and simultaneously with the quiz which each marcom member took of team participants. After the small quiz, every team pitched their product with at most creativity, like through videos, skits, vocal abilities and much more.

The winners of the competition were "Team Starks" including Tanya Agrawal, Ayushi Sharma, Anushka Gupta.

The runner up "Team Latecomers" included Himanshu Dhamawat, Vinit Agrawal, and Darshan Parikh.



Anushka Gupta, Ayushi Sharma & Tanya Agrawal
(From left to right)



Dr. Kaushal Kishore, Darshan Parikh,
Vinit Agrawal & Himanshu Dhamawat
(From left to right)

Thanks & Regards
Team MarCom

Janmey Panchal (E&I) 22-24	Krusha Nagar (GM) 22-24	Priya Majethia (GM) 22-24
Jenish Dhruve (GM) 22-24	Anchal Kalra (GM) 22-24	



Name of the event: **ARTMART**

Date: 6th January 2022

Time: 7:00 to 8:30pm

Venue: Online (MS TEAMS)

Event Synopsis

MarCom, Marketing Club of School of Petroleum Management organized a marketing event named as “ARTMART”. The concept behind the ‘ARTMART’ was that students had to showcase their creative bend of mind for advertising and marketing related endeavours. Mr. Harshrajsinh Chauhan, the founder of Syphon Energy Ltd, and Prachi Singh, the Executive of Torrent Gas, were both invited to judge. There were 18 participants from both the EI and GM batches, as well as a team of seniors, who competed in teams of three and two. The event was held online.

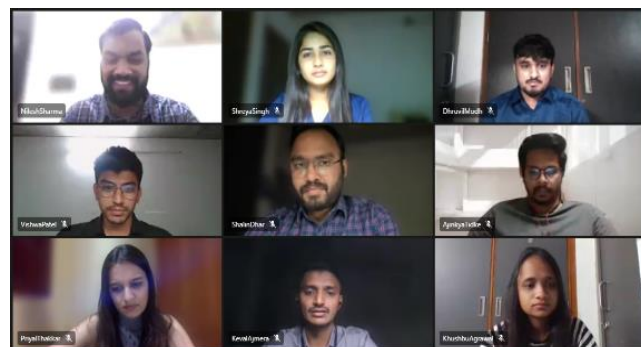
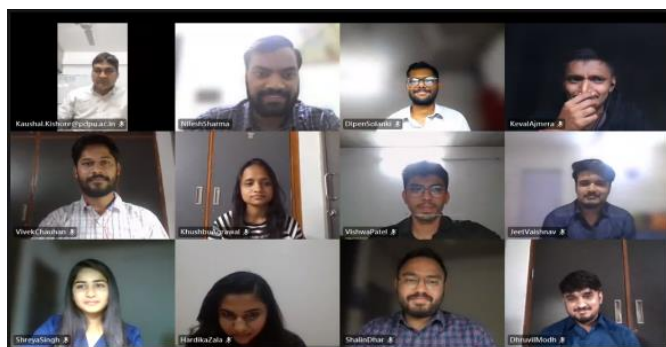
Round Details with Rules

- All the participants had to re-design the logo of any existing brand/product given on choice and had to provide a justification for logo redesign.
- Participants were given the opportunity to express their ideas by spreading colors of creativity in the form of posters and taglines or videos.
- The contestants were given a day to submit their work.
- Each team was given up-to 10minutes to present their product. After every presentation, we received feedback from both our guests and Dr. Kaushal Kishore.
- As a result, one team was named the winner, while the other was declared the runner-up. It was an engaging as well as innovative event for both the participants as well as for the team Marcom.

Thanks & Regards

Team MarCom

Nilesh Sharma (E&I) 21-23	Priyal Thakkar (E&I) 21-23	Vivek Chauhan (E&I) 21-23
Khushbu Agrawal (GM) 21-23	Vishwa Patel (GM) 21-23	Krutik Barot (E&I) 20-22
Rishabh Raj (E&I) 20-22		



Name of the event: **PRAGNYA**

Date: 28th December 2021

Time: 3:30 to 5:30pm

Event Synopsis - MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named as “PRAGNYA”. There were 45 participants in the quiz from both the GM and EI batches, as well as some senior students, who were divided into 9 groups, each with five people. The quiz was divided into three rounds.

Round Details With Rules

- The first round consisted of three brand and product questions per team, with each team having 20 seconds to answer each question. The team would receive 10 points for each accurate answer, and the question would not be transferred to another team.
- The second round consisted of questions about relationships and identifying the advertisement per team. Each team was given 30 seconds to answer a small advertisement clip and a relationship question that was displayed first, and if a team failed to respond, the question was forwarded to the next team. If the first team gave the right answer 10 points allocated and if it is forwarded to another and they gave the right answer 5 points will be given. After this round, the total scores were tallied, and the three teams with the lowest scores were eliminated, while the remaining six teams moved to the next round.
- The third round was all about selling the product. Each team received a product like a Nike bottle, a spray, a notebook, and other items. The team was responsible for selling the product, which was subsequently assessed by the MarCom team and points will be given out of 30 on the basis of Creativity, Presentation, Idea generation, Communication and how they pitch the product. As a result, one team was named the winner, while the other was declared the runner-up. Dr. Pramod Paliwal sir was invited, and he showed his appreciation by presenting the winners with certificates and presents. We also received comments from the attendees after the event, and they were pleased with the process and quality of the event. It was an engaging and informative quiz for both the participants as well as for the team MarCom.

Thanks & Regards

Team Marcom

Nilesh Sharma (E&I) 21-23	Vishwa Patel (GM) 21-23	Priyal Thakkar (E&I) 21-23
Khushbu Agrawal (GM) 21-23	Krutik Barot (E&I) 20-22	Rishabh Raj (E&I) 20-22



Name of the event: **INQUIZZITIVE**

Date: 3rd June 2021

Time: 9:00pm to 10:00pm

Mode- Online Event

Event Summary

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named as "INQUIZZITIVE". The quiz was fuelled with an interesting set of questions, as well as some out of the box things to bring out the creativity from the junior batch. It was divided into four Levels (categories). The Questions were displayed on Google meet and we shared a google form to answer the quiz. Where students were allowed to participate in the size of 1-3 people. Also, students from both E&I and GM participated in the event enthusiastically, with the total number of participants being recorded as "86". Post event we also took feedback from the participants and they were satisfied with the process and the quality of the quiz. As well as they find it fun with learning.

Rules & Guidelines

There were 31 questions altogether, split into 4 levels

First Level: 10 questions will be displayed on screen for 1 minute each

Second Level: Another 10 questions will be displayed on screen for 1 minute each

Third Level: 5+5 questions will be displayed on screen for 1 min 30 secs

Fourth Level: 1 question, time given to answer 3 minutes

There's no negative marking

Winners & Acknowledgement

Winner- Team Marketers- Dhwani Shah, Jeel Bhatt, Joy Thakkar

1st Runner up - Team JSK- Jeet Vaishnav, Shalin Dhar, Krunal Upadhyay

2nd Runner up - Team Quizly Bears- Navdeep Vaishnav, Agastya Chauhan, Chirag Makwana



Name of the event: **AD-THE-BRAND**

Date: 14th May 2021

Time: 2 days

Mode- Online Event

Event Summary

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named as “AD-THE-BRAND”. The event to launch & boost up marcom’s Instagram handle with traffic by this event. The motto of the event was to bring out the creative managers with the blended elements of awareness about trends, meme marketing, content, fun etc. We provided them the platform where they can combine creativity with photographs/memes/reels/videos to create an advertisement of their chosen brand. We posted the entries from the participants on our Instagram page. Post event we also took feedback from the participants and they really loved the unique event, during the crucial covid period. They found it too much fun, and asked for more such creative events.

List of participants & Post link

Names	Post
Aastha Daga	https://www.instagram.com/reel/CO3PZgzhVYB/?utm_medium=copy_link
Divyanshi Srivastav	https://www.instagram.com/p/CO3KyJshWyt/?utm_medium=copy_1_link
Prayushi Sharma	https://www.instagram.com/p/CO3QblZBW5V/?utm_medium=copy_link
Avani Patel	https://www.instagram.com/p/CO3M9Fdh2f/?utm_medium=copy_1_link
Deep Patel	https://www.instagram.com/p/CO3REEPHwMp/?utm_medium=copy_link
Amit Purohit	https://www.instagram.com/p/CO3LOHihQ9Q/?utm_medium=copy_link
Helly Dholakiya	https://www.instagram.com/p/CO3M2fQhKUr/?utm_medium=copy_link
Nilay Chandra	https://www.instagram.com/p/CO3UB0zhcJB/?utm_medium=copy_1_link

Rules & Guidelines

Participants were given 2 days to market their content posted on our page to bring likes & comments.

Evaluation Criteria: 10 marks: Content, 10 marks: Caption (5- Humour, 5- Brand Message), 1 mark each: Likes, 2 marks each: Comments

Likes and comments till 16th of May (12:00am) were counted.



Name of the event: **MARKAHOLIC**

Date: 24th March 2021

Time: 9:00pm to 9:50pm

Mode- Online Event

Event Summary with rules & guidelines

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named "MARKAHOLIC". The quiz was divided into Two Levels (categories). There were 20 questions altogether with no negative marking, first 15 questions were displayed on screen for 1 minute each, and the remaining 5 were displayed for 2 minutes each. The Questions were displayed on Google meet and we shared a google form to answer the quiz. Where students were allowed to participate in the size of 1-3 people. Also, students from both E&I and GM participated in the event enthusiastically, with the total number of participants being recorded as "66". And we were glad with the presence of Dr. Kaushal Kishore. Post event we also took feedback from the participants and they were satisfied with the process and the quality of the quiz. As well as they find it fun with learning. We distributed certificates among the participants and winners.

Winners & Acknowledgement

Winner- Team Spider- Nilay shah, Deep Patel, Sagar Verma

1st Runner up - Team Goal Diggers- Prayushi Sharma, Piyush Vidyarthi, Disha Parwanda

2nd Runner up - Team Image Makers- Yash Chouhan, Deep Thummar, Vishal Parmar

Three teams who gave tough competition to them are "MAD" "Think Tank" "Peaky Blinders"

Thanks & Regards,

Team MarCom (20-22)

Rishabh Khanwilkar (GM)	Krutik Barot (E&I)	Rishabhraj (E&I)
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