

## MiG Marketing Champs Report on MiG Activity

<b>Date</b>	August 10 <sup>th</sup> to August 20 <sup>th</sup> 2022
<b>Time:</b>	8:40 am to 11:30 am and 01:50 pm to 04:20 pm
<b>Venue:</b>	Marketing Lab LH 301
<b>Section:</b>	O1 to O14
<b>Batch:</b>	MBA batch 2022-24
<b>Semester:</b>	I
<b>Guest/Speaker/ Sponsor Name:</b>	Mr. Krishna Vardhan
<b>Guest/Speaker Designation</b>	Marketing Manager
<b>Guest/Speaker Contact No &amp; Email Id:</b>	+91-9717313718   krishna.vardhan@monsterindia.com
<b>Guest/Speaker Company/ Institute Name:</b>	Zuno by Monster
<b>Faculty Coordinators Name:</b>	Prof. Anurag Jain, Dr. Vishal Soodan, Prof. Suparna Ghosal, Dr. Trupti Dandekar
<b>Topic:</b>	MiG Marketing Champs
<b>Moderator (if any)</b>	NA
<b>No. of Attendees</b>	750
<b>Feedback:</b>	YES
<b>Brochure: (if any)</b>	YES
<b>Budget of the Program (if any):</b>	YES
<b>Revenue Collected: (if any)</b>	None (Goodies sponsored by Zuno)

**1. Introduction:** Marketing Area of CMS Business School has come up with a unique activity that has been conducted under Compass 2022. ‘Marketing Champs’ have been designed on the lines of popular ‘Snake & Ladder’ game. The game was completely skill based in which every individual who is playing as a part of team has to perform different tasks as he/she play the game. The complete game has been crafted by keeping fundamentals of marketing in the mind. At every step participant

### **MiG Marketing Champs**

has to learn something about marketing. The game has been a perfect combination of learning with fun.

**2. Venue (Outside/Inside the campus): Inside**

**3. Program Objectives:**

- a. To build a culture based on ‘passion for marketing, among students of the Business School
- b. To engage beyond class room sessions in experiential learning
- c. To gather the zeal of marketing enthusiasts and channelize it through relevant and diversified activities
- d. To create visibility of your commitment towards ‘learning by doing’
- e. To coordinate and invite industry bodies to participate in the various activities conducted by the MiG Club

**4. Relevance to PO, Relevance to PEO and PSOs**

<b>PO</b>	<b>Program Objective (PO)</b>
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
<b>PSO</b>	<b>Program Specific Objective (PSO)</b>
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

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**5. Activity Overview:** An MiG event ‘Marketing Champs’ have been designed on the lines of popular ‘Snake & Ladder’ game. The game was completely skill based in which every individual who is playing as a part of team has to perform different tasks as he/she play the game. The complete game has been crafted by keeping fundamentals of marketing in the mind. At every step participant has to learn something about marketing. The game has been a perfect combination of learning with fun.

**6. Sponsor’s Profile:** Zuno by Monster offers attractive paid internships and fellowship programs to the students. It also offers job vacancies to the fresher passing out from any degree program.

**7. Summary and Key Learnings of the session:**

The game has been a combination of learning with fun. The focus was to introduce participants with the world of marketing.

Some of the key learnings include:

- a) Identification of potential and scope marketing domain carries.
- b) Introduction with some of the fundamentals of marketing.
- c) Understanding about marketing as a practice in real world.
- d) Knowing some of the popular marketers and their contribution to the field of marketing.

**8. Participant details:** Students of newly inducted MBA Batch 2022-24

**9. Details of Winners: - List attached**

Name of Winner	Section
Hari KT	O12
Sachith C	O14
Amogh TV	O1
Nishant Choudhary	O2
Kazi Muzammil	O13
Sridhar Patra	O3
Dushyarth Y	O4
Sanjeev Kumar	O6

**10. Details of Runner Ups: List attached**

Name of Runner-Up	Section
Sushanth S	O12
Sabarish	O14
K. Jothsna	O1
N. Bharath Sai	O2
Nikhil V.S.	O13
Poushali Sahu	O3
Shaan	O11
Aravind DT	O3



**MiG Marketing Champs**

Attendance Sheet (2)

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NAME	EMAIL	CONTACT	SECTION	SIGNATURE
✓ Prajwal S. Hiremath	hpjajwal2018@gmail.com	8310680504	02	Prajwal
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	Ashish Sethi	ashish_sethi22@cms.ac.in	9686815321	05	Ashish
	Tanisha Bhandari	tanishabhandari22@cms.ac.in	8469170440	05	Tanisha

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### **MiG Marketing Champs**

#### **14. Proposals for the Event/Programme:**

Date: 25-July-2022

For Area Head's kind approval

Dear Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

An MiG Activity on the topic **MARKETING INTEREST GROUP (MiG) MARKETING CHAMPS** is proposed. The central theme of the activity is to help Marketing Students to develop their knowledge & skills in the various sub-domains of marketing through various activities, competitions, role plays, simulation exercises, presentations and case study discussions so that students become well equipped and confident to face the challenges in their career and be industry ready.

The details are as follows:

Title of the MIG Activity: **MARKETING INTEREST GROUP (MiG) MARKETING CHAMPS**

Duration: **150 mins.**

Resource person/ Judges: NA

Expected participants: **900**

Kindly approve the same.

Thanks

Regards,

Faculty Coordinator

Marketing Area

Signature

Program Coordinator

Approval Authority

Signature

### MiG Marketing Champs

#### 15. Minutes of Meetings:

<b>Meeting Title</b>	MiG Marketing Club Meeting	
<b>Date of Meeting</b>	02-August-22	
<b>Meeting Venue</b>	Marketing Lab LH 301	
<b>Meeting Agenda</b>	Organizing MiG Event under Boot Camp	
<b>In Attendance</b>	<b>Name</b>	<b>Title/Department/Organization</b>
1	Dr. Sangeeta Devanathan	Area Head, Marketing
2	Dr. Sharat Kumar	Program Coordinator, Marketing
3	Prof. Anurag Jain	Faculty Coordinator, MiG
4	Prof. Suparna Ghosal	Faculty Coordinator, MiG
5	Dr. Vishal Soodan	Faculty Coordinator, MiG
6	Dr. Trupti Dandekar	Faculty Coordinator, MiG
7		
<b>Key Meeting Outcomes</b>		
	<ul style="list-style-type: none"> <li>Marketing Area has to offer &amp; design an MiG event under Compass 2022 Boot Camp for MBA Batch 2022-24.</li> <li>The event has to be designed to introduce participants with fundamentals of marketing and showcase them the potential of marketing as a field.</li> <li>An activity plan has to be prepared and design an activity for MiG Marketing Champs.</li> <li>The activity will be conducted for all 14 orientation sections of new MBA batch.</li> <li>The activity will be planned to involve and engage all participants well.</li> <li>MiG Coordinators required to make necessary arrangements and preparations.</li> </ul>	
<b>Action Plans, if any (along with the First Person Responsible)</b>		
	<ul style="list-style-type: none"> <li>Prof. Anurag Jain has to call the meeting of MiG Dynamos for initiating preparations of event.</li> <li>All the marketing faculty needs to be involved in the event.</li> <li>New volunteers have to selected and oriented about the event.</li> <li>All necessary material, resources need to be procured for the event.</li> </ul>	

## MiG Marketing Champs

### 16. Budget: -

To,

The Directors/ Dean for kind approval

**Sub:** Budget for “MiG Marketing Champs”

MiG club is organizing **MiG Marketing Champs** from August 10 to August 20, 2022 under Compass 2022 in Marketing Lab LH 301, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Designing and printing of activity boards	25	6000
2	Trophies for Winners and Runners Ups	30	2000
3	Chocolates for participants for the conduct of activity	25 Boxes	2500
4	Refreshments (Packaged Snacks) for Student Volunteers	50	4500
		TOTAL	15,000

Total in Words: Rupees Fifteen Thousand only

Director/Dean, kind approval is requested for conducting the ‘MiG Marketing Champs’, and incurring the expenses Fifteen Thousand only towards the same.

The Faculty Coordinator of MiG has recommended this proposal.

Kind Regards,

Faculty Coordinator  
Marketing Area  
Signature

Dean  
Approval Authority  
Signature

Director  
Approval Authority  
Signature

## MiG Marketing Champs

### 16. Trailing Emails/communications:

Re: Request for event poster (MiG Marketing Champs)



Anurag Jain <anuragjain@cms.ac.in>  
to Srinivasalu, Marketing, Harsha

Sat, Aug 13, 9:07 AM ☆ ↶ ⋮

Dear Mr. Srinivasalu,

Please prepare the poster for ongoing MiG activity.  
The details required on poster are as follows:

**Event Name:** MiG Marketing Champs  
**Date:** August 10 to August 20  
**Cohort Profile:** MBA Batch 2022-24 Semester I  
**Sections:** O1 to O14  
**Venue:** Marketing Lab (LH 301) & 310

This event is officially sponsored by 'Zuno by Monster'  
Please put their logo as 'powered by Zuno by Monster'  
Also, put the logo of Compass/Boot camp.

I'm sharing with you Logo of Zuno.  
We need hard copies of the poster, 5 in numbers.  
Thanks

Regards,  
Anurag Jain  
Faculty Coordinator  
MiG

### 17. Poster of Event:



## MiG Marketing Champs



### 18. Pictures for the Event:



**Fig: 1.1** MiG Marketing Champs, MiG event organized under Compass 2022, held from August 10<sup>th</sup> to August 20<sup>th</sup>, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)

**MiG Marketing Champs**



*Fig: 1.2 MiG Marketing Champs, Students taking part in the activity, MiG event organized under Compass 2022, held from August 10<sup>th</sup> to August 20<sup>th</sup>, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)*



*Fig: 1.3 MiG Marketing Champs, MiG event organized under Compass 2022, held from August 10<sup>th</sup> to August 20<sup>th</sup>, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)*

<b>Faculty Names:</b>	<b>Student Names:</b>
Dr. Sangeeta Devanathan	Shivankur Ghosh
Dr. Sharat Kumar	Muskan Azd
Dr. Vishal Soodan	Suraj Tiwari
Prof. Anurag Jain	R Manju Ashwitha
Prof. Suparna Ghosal	Ashish Sethia
Dr. Trupti Dandekar	Tushar Kothari
Prof. Krishna Koppa	Tanisha Bhandari



## **MiG Marketing Champs**