***ABS - Marketing Mania 2020 - (Event Page Content)***

**ABS’s Marketing Club, MARKETECHOS to organize the much-awaited National Marketing Plan Competition – “MARKETING MANIA” – for PGDM & MBA students!**

[**Marketechos - The Marketing Club**](https://abs.edu.in/student-corner/student-clubs/)of [**Asian Business School**](http://abs.edu.in)(ABS) will be organizing the much-awaited “National Marketing Plan Competition” for [**PGDM**](https://abs.edu.in/programme/about-pgdm/) & MBA students by the name of “MARKETING MANIA” on Saturday, 28th November 2020 at its campus located in Noida. However, in view of the ongoing COVID-19 pandemic and keeping in mind the social distancing norms, this event will be conducted via online medium through the Zoom platform.

This competition is open to individual participants only. A symbol/image will be given to registered participants. Each participant has to design and present a marketing mix that can be identified with the symbol/image. The Judgment Criteria will be based on the parameters of Targeting & Segmentation, Plan for Product Availability, Positioning of Product, Effective contribution of 4Ps in the Plan, and Sales impact and target sales achievement.

The last date of registration is Wednesday, 25th November 2020 and the finals will be held on Saturday, 28th November 2020.

Check out the General Rules and Regulations of the national marketing plan competition along with important dates.

Students can register for participation at: <https://forms.gle/KVvNJvAGny1v9VH97> and for any queries, they can write to absacademicevents@abs.edu.in or call at 0120-4594200.

The excitement is on! Get going fast and make the best of this great opportunity to showcase your marketing acumen and win laurels at this national-level competition!!