



ASIAN BUSINESS SCHOOL

ASIAN BUSINESS SCHOOL, NOIDA

ABS/ACAD/CLUB – MR/20

Date: 11<sup>th</sup> Sept 2024

## NOTICE

### MARKETING CLUB ACTIVITY

Mark-Techos Club of ABS is organizing an activity 'MARKET LAB' on 13<sup>th</sup> September 2024. The details of the activity are as follows:

#### Activity: MARKET LAB

**Description:** The activity is designed to provide platform to the student to develop various marketing skills like content management, innovation, critical thinking & presentation. The activity encourages integrating various management skills development while disseminating skills in marketing domain.

*The rules for the activity are –*

- Students can participate in groups as well as individuals. Maximum 5 members are allowed to be in a group.
- The faculty coordinator shall provide the product category to the groups.
- Each group shall name the product and create logo for the product
- Each group is expected to draft a creative for the product category in three platforms for promotion - Radio Jingle, Video(Reel-15 to 30 Sec only) & Print Media.
- Each group shall come on stage to explain the Product Category, Potential Customers and present the promotion mix for the same.
- Time limit for each group shall be a maximum of 4 mins.
- The criteria for evaluation shall be – Presentation, Content Creativity, Innovation, and Effectiveness
- The group / individual yielding the highest Marks shall be declared as winner.
- The registration link is <https://forms.gle/6vhb8Lr46pDavwKL8> along with QR Code below –



*Looking forward to your active participation.*

#### Student coordinator:

Debvrat Rathod - Club Secretary – I Year  
Ankita Shukla- Office Bearer - I Year  
Kavita Rani - Office Bearer - I Year  
Mansi - Office Bearer - I Year  
Yukti Bhandari – I Year

Club Convener

Dean (Academics)