



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
FACULTY OF SCIENCE AND HUMANITIES  
DEPARTMENT OF COMMERCE  
REPORT ON MARKETING MANIA 2023**

## **INAUGURAL SESSION**

Marketing Mania, an inter-college marketing extravaganza, took place on September 20th 2023. This event was organised to provide a platform for marketing enthusiasts from various colleges to showcase their talent and exchange ideas.



The event was graced by the presence of our **Dean Dr. A. Duraisamy sir**, whose **presidential address** was both enlightening and motivating. The Dean emphasised the importance of events like "Marketing Mania" in fostering a culture of learning, innovation, and excellence in the field of marketing.



The **Deputy Dean Dr.S Albert Antony Raj sir** delivered a **felicitation address**, extending warm wishes and appreciation to all the participants, organisers, and contributors who made "Marketing Mania" possible. The address resonated with the audience, highlighting the institution's commitment to academic excellence and holistic development.



The event started with an enlightening lecture delivered by **Dr. Jawahar Philims, Assistant Director of Hostels at SRM Institute of Science and Technology (SRMIST)**. Dr. Philims provided valuable insights into the evolving landscape of marketing and its significance in the contemporary world.



## TECHNICAL EVENTS OVERVIEW

1. The first technical event, **Marketing Quiz**, witnessed an overwhelming response this year. The event drew participation from over 70 enthusiastic individuals, representing more than 16 distinguished universities.

2. The second technical event, **Taglines** put participants' knowledge of marketing and business taglines to the test, had a fantastic turnout this year. The event attracted enthusiastic participation from 30 individuals, representing over 13 prestigious universities.

3. The third technical event, "**Shark Tank**" was marked by the high calibre of participants and the diversity of ideas presented. The 12 participants from 9 universities showcased their entrepreneurial spirit, strategic thinking, and innovative business concepts.

4. The Fourth technical event **Photography**, ensured a platform for showcasing photographic talents and creativity, the event attracted more than 20 passionate participants, representing a diverse range of 14 universities.

5. The fifth technical event, "**Connections**," the marketing and business word association game, witnessed an impressive turnout and enthusiasm this year, the event attracted more than 55 enthusiastic participants, hailing from a diverse array of 17 universities.

6. The Sixth technical event, **Adzap** brought together a pool of talented individuals, each tasked with demonstrating their spontaneous sales pitch abilities. The event had over 25 participants from 14 universities.





**Reputed Colleges/ Universities that represented in Marketing Mania is as follows:**

1. Presidency College Chennai
2. Madras Christian College
3. Vels University
4. Sathyabama University
5. DG Vaishnav College
6. Vidhya Saagar
7. Loyola College
8. Guru Nanak College
9. B. S. Abdur Rahman Crescent Institute Of Science And Technology
10. Agurchand Manmull Jain College
11. Bharath University
12. Avichi College of Arts and Science
13. Meenakshi College for Women
14. Queen Mary's College
15. The New College
16. Ethiraj College For Women
17. Stella Maris College
18. Pachaiyappa's College
19. Madras School of Economics
20. SRM Arts and Science College
21. SRM University Vadapalani City Campus
22. Vivekanandha College, Mylapore
23. MGR Chockalingam Arts and Science College

The event's success was not only measured by the number of participants but also by the quality of the competition and the knowledge exchange that took place. The participants' active engagement and competitive spirit created an atmosphere of enthusiasm and intellectual rigour.

## VALEDICTORY SESSION

The Valedictory Function marked the closing ceremony of Marketing Mania, and provided an opportunity to reflect on the journey embarked upon. During this memorable occasion, the MC team played a pivotal role in delivering the welcome address and presenting a comprehensive report on the event's proceedings.

The event was graced by the presence of our Deputy Dean, **Dr.S Albert Antony Raj sir**, who delivered remarks acknowledging the event's success and had the honour of distributing prizes to our winners

After the prize distribution, Dr.S Albert Antony Raj sir (Deputy Dean) announced the **overall winners** of marketing mania "**Loyola College**".

The valedictory ended with the vote of thanks presented by the MC team and the national anthem.

## PRIZE WINNERS

### Marketing Quiz

1. Jude Elson, Viggo  
**Loyola College**
2. Samukta, Keerthika,  
**College**
3. Sreeram, Kishore,  
**Crescent Institute Of Science And Technology**



Nishan, Gnana Prakash -  
Kameshpriya - **Guru Nanak**  
Arun - **B. S. Abdur Rahman**

### Tagline

1. Suhail, Aman Bhatnagar, Bhavik Doshi - **DG Vaishnav College**
2. Feba Thomas, Thejasvani, Raghavi - **Madras Christian College (Commerce)**
3. Vigneshwaran, Gunapriya, Kavi Dharshini - **Madras Christian College (Economics)**

### Shark Tank

1. Manibhaaraadhi, Sidhant Srinivasan - Madras School of Economics
2. Sheetal Kamada - Vels University
3. Michael, Prince, Kabilan, Kamali - **Loyola College** & Thejas Vani - **Madras Christian College**



## Photography

1. Renu - **B. S. Abdur Rahman Crescent Institute Of Science And Technology**
2. Abdul Kaiyoom - **The New College**
3. John Weslee - **Loyola College**

## Connections

1. Keshav, Suraj Suresh, Aakash Iyer - **Guru Nanak College**
2. Kabilan, Prince Sanjay, Kamali - **Loyola College**
3. Sheeba Thiagarajan, Dinesh Raghav, Charles Kurian - **Madras Christian College**

## AdZap

1. Loyola College
2. Madras Christian College
3. DG Vaishnav College



