



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

COLLEGE OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE



SUMMARY REPORT OF

BIZCONNECT

MARKETING EVENT

Organised by the

DEPARTMENT OF COMMERCE

EVENT ORGANISING SECRETARIES:

- Dr. Lavanya Veeran
- Mr. S. Sakthi
- Mrs. N. Srividhya

DATE: 20th September 2023

TIMING: 12:40 P.M. – 1:50 P.M.

VENUE: 4th Floor Polytechnic Block



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE



BIZCONNECT

MARKETING EVENT



DATE: 20.9.2023

VENUE: 4TH FLOOR POLYTECHNIC BLOCK

TIME: 12:40 TO 1:50 PM

REGISTER NOW

[HTTPS://FORMS.GLE/RXJJSLAPG9DSUVE6](https://forms.gle/RXJJSLAPG9DSUVE6)

BIZCONNECT MARKET

**FREE
ENTRY**

STALLS



**Food
Clothing
Accessories
Games**



And many more to reach you..



BIZCONNECT – MAREKTING EVENT

REPORT:

The Bizconnect Marketing Event held on September 20, 2023, was an insightful and engaging initiative orchestrated by the Department of Commerce at SRM Institute of Science and Technology. The event aimed to enhance the practical understanding and application of marketing skills and strategies among second-year commerce students. Under the adept guidance of Dr. Lavanya Veeran, Mr. S. Sakthi, Mrs. N. Srividhya and the coordination of student-lead Kishore Charan, the event provided an experiential learning platform for students to delve into the dynamics of marketing through direct activities.

The event was designed as an immersive experience where participating students were organized into teams. Each team was tasked with conceptualizing and executing a stall representing various market segments such as food, clothing, accessories, games, and more. This approach allowed students to explore diverse facets of marketing by practically devising strategies, setting up stalls, and engaging in the sales process.

The students demonstrated creativity and entrepreneurial spirit by ideating and materializing their stall concepts. They showcased a commendable array of products and services, meticulously considering aspects like branding, pricing, and customer engagement. The set-up phase allowed them to grasp firsthand the challenges and decision-making involved in marketing, from product positioning to customer interaction.

The experiential learning journey provided invaluable insights to the students. They gained a deeper understanding of market demands, consumer preferences, and the importance of effective communication in driving sales. Moreover, the event enabled them to comprehend the significance of teamwork, adaptability, and quick decision-making in the dynamic realm of marketing.

The Bizconnect Marketing Event proved to be a catalyst for enhancing practical knowledge and skill sets among the participants. It not only facilitated the application of theoretical concepts but also nurtured a spirit of innovation and enterprise among budding commerce enthusiasts.

The event was a resounding success, fostering an environment where theoretical learning merged seamlessly with practical application. The Department of Commerce, under the astute guidance of Dr. Lavanya Veeran, Mr. S. Sakthi, Mrs. N. Srividhya and the enthusiastic coordination by Kishore Charan, orchestrated a memorable and enriching experience for the second-year students. The Bizconnect Marketing Event served as a testament to SRM Institute of Science and Technology's commitment to holistic education, preparing students for real-world challenges in the field of commerce.

RESULTS

The following are the student teams who have participated in the Bizconnect Marketing Event and obtained the places as per their Profit earnings:

S. No	Class	Students Name	Type of Stall	Place Obtained
1.	II B.COM A (General)	M. ARUN SELVAN V. KANNAN H. IMRAN	Food Stall	I Place
2.	II B.COM B (General)	B. KEZIAH S. DEVISHREE R. VINODHINI V. DEEPIKA SRI V. SUJITH KUMAR		
3.	II B.COM A (General)	M. MOORTHY M. VINOTH E. VIGNESH R. DAYANITHI P. GURU GANESH	Games and Lucky Draw	II Place
4.	II B.COM B (General)	R. HARISH C.S. KISHORE KUMAR VARSHA V NAIR T.V. PRATEEKSHA		

GALLERY



