



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



SUMMARY REPORT OF
MARKETING CONVERGENCE 2024

ORGANISED BY
Department of Commerce

EVENT CONVENOR:

- Dr A. Kavitha

FACULTY COORDINATORS:

- Dr R. Angayarkanni
- Dr M. Jeevarathinam
- Dr J. Solomon Thangadurai
- Dr U. Priya
- Dr K. Sivaperumal

REPORT COORDINATORS:

- Chaithanya N

DATE: 30th September 2024

TIME: 09:00 A.M. Onwards

VENUE: Mini Hall – 1 and FSH Block - II



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
COLLEGE OF HUMANITIES
DEPARTMENT OF COMMERCE
KATTANKULATHUR BRANCH



MARKETING CONVERGENCE

MINI HALL 1, T.P.GANESAN AUDITORIUM



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**30th SEPTEMBER
2024**



Registration Forms

TRIVIA

AD-ZAP

AD-VERSE

CRIME SCENE

SHARK TANK

PICTIONARY

WHO AM I?

SHIPWRECK

PHOTOGRAPHY

IPL AUCTION

REMINISCENCE

CORPORATE WALK

EVENT ORGANISER

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MARKETING CONVERGENCE:

INAUGURAL:

The Department of Commerce at SRM Institute of Science and Technology organized the much-awaited Marketing Convergence on September 30, 2024. This national-level intercollegiate marketing fest, driven by the BCom Honours International Accounting and Finance students, brought together participants from across the country to engage in a wide range of intellectually stimulating and competitive events. The inaugural ceremony, held at Mini Hall 1 and FSH Block – II, marked the beginning of a day filled with innovative marketing discussions and activities.

The event commenced with a traditional invocation that featured a musical rendition of the Tamizh Thai Vazhthu, performed by Devashree, Smriti, and Kushi. Following the invocation, the lamp was lit symbolically, officially marking the beginning of the fest. Dr A. Duraisamy, the Dean of the College of Humanities, delivered the Inaugural Address. He spoke about the importance of events like Marketing Convergence in fostering student innovation, teamwork, and real-world marketing skills. His words encouraged the students to make the most of the opportunities presented to them. The ceremony featured two esteemed chief guests, whose presence added immense value to the gathering. Mr. Hari Shankar V.D., a Marketing Expert and the Founder of Social Outsight. He delivered an insightful Keynote Address, sharing his extensive knowledge of marketing strategies and tactics in the contemporary business environment. Using the example of Mamaearth, he highlighted how innovative approaches and customer-centric marketing strategies have enabled companies to carve out successful niches in highly competitive markets. His address was both thought-provoking and highly relevant to the aspiring marketers in the audience.

The second guest, Ms. Rajalakshmi Srinivasan, Director of Product Management at Zoho Corporation Pvt. Ltd., delivered the Featured Address. Her motivational talk focused on the importance of career planning and ambition, drawing on her own experiences in the industry. She provided invaluable advice to students about how to effectively plan for long-term career growth and remain adaptable in the fast-changing world of marketing and technology. The Head of the Department of Commerce, Dr A. Kavitha, also graced the occasion with her presence, lending her support to the event.

The inaugural session concluded at 10:30 AM with a formal Vote of Thanks delivered by Ms. Keren William, who headed the emceeing team. She expressed heartfelt gratitude to the chief guests, faculty members, organizing committee, and participants for making the event successful. With the ceremony over, the stage was set for the technical events that formed the core of Marketing Convergence.

TECHNICAL EVENTS:

Trivia:

The Trivia event was a high-energy competition that tested participants' knowledge across various domains, including quizzes, connections, and branding sounds. Numerous teams from a wide range of universities participated, creating a fiercely competitive environment that demanded quick thinking and collaboration. Each round grew more intense as participants battled to answer challenging questions under time pressure, making the event both intellectually stimulating and exciting. The presence of teams from diverse institutions elevated the overall competition, ensuring that every participant had to bring their best to succeed. Trivia was not only an entertaining event but also an excellent opportunity for students to showcase their intellectual capabilities and test their mental agility. The event concluded with a sense of accomplishment for all participants, as they celebrated both their victories and the intense competition they faced.

Ad-Verse:

Ad-Verse was a creative and fast-paced event that challenged participants to identify companies based solely on their taglines. Numerous teams from various universities participated, making it a highly competitive affair. The event was structured to test not just marketing knowledge, but also quick thinking, as teams raced to connect the right companies with their corresponding taglines. The variety of participants from diverse institutions contributed to the intensity of the competition, with each team bringing unique perspectives and approaches. As the rounds progressed, the excitement grew, with teams pushing themselves to outperform their rivals and showcase their advertising expertise. Ad-Verse not only tested marketing knowledge but also allowed students to engage in lively discussions about branding strategies.

Ad-Zap:

Ad-Zap brought together teams from numerous universities, all eager to showcase their creativity in the world of advertising. The event tasked participants with creating spontaneous and innovative advertisements for random products or services within a limited time. This fast-paced format made the competition highly engaging, as teams had to think on their feet and come up with compelling, humorous, or thought-provoking ad campaigns. The presence of many teams from different institutions added to the excitement, as each group brought their unique flair and approach to the competition. As the rounds progressed, the participants were pushed to their creative limits, ensuring that the atmosphere remained both challenging and fun.

Crime Scene:

Crime Scene was a thrilling investigative event that drew in numerous teams from universities across the region, each eager to solve a fictional crime. The competition was designed to test participants' analytical skills and attention to detail, as they were provided with clues to uncover the mystery. The event required participants to collaborate effectively, think critically, and approach the clues from different angles, adding layers of complexity to the challenge. As the investigation unfolded, teams had to work quickly, combining logic and observation to crack the case. Crime Scene was intellectually stimulating and engaging, allowing participants to put their problem-solving skills to the test. The diverse perspectives brought by students from different universities made the event even more exciting, ensuring that every team faced a tough and rewarding challenge.

Shark Tank:

Shark Tank was an exhilarating entrepreneurial competition that attracted numerous teams from universities across the country. Each team presented innovative business ideas to a panel of judges, simulating a real-world pitch to investors. The event provided a platform for students to showcase their creativity, business acumen, and presentation skills, as they aimed to secure the "investment" of the judges. The event was fast-paced, with participants having to think on their feet and defend their ideas under scrutiny. Shark Tank encouraged teamwork, critical thinking, and a deep understanding of market dynamics. The diverse array of business concepts presented added to the event's excitement, as each team aimed to outshine the others. The event was a true test of innovation and entrepreneurship, leaving participants with valuable experience in pitching and refining their ideas in a competitive setting.

Who Am I?:

Who Am I? was an exciting guessing game that featured participation from numerous teams across various universities. The game focused on identifying marketing-related words and concepts based on clues provided by the hosts. Teams had to rely on their knowledge of marketing and quick thinking to guess the correct answers. The competitive nature of the event was amplified by the presence of so many teams, each striving to outsmart the others in this fast-paced challenge. The event required strong communication skills and effective teamwork, as participants raced against the clock to come up with accurate guesses. Each team brought its own strategy and approach to the game, making the competition even more intense. Who Am I? offered a fun and educational experience for participants, as they not only showcased their marketing knowledge but also enjoyed the thrill of a challenging guessing game.

Pictionary:

Pictionary was an engaging and lively event that drew participation from numerous teams across a variety of universities. The game combined artistic skills and marketing knowledge, as participants had to draw marketing-related terms for their teammates to guess. The event's competitive nature was heightened by the presence of many teams, each eager to outwit their rivals through quick sketches and sharp thinking. As the rounds progressed, the pressure increased, pushing participants to be more creative and communicative. Pictionary provided a platform for students to demonstrate their artistic abilities, problem-solving skills, and teamwork. The event's fast-paced structure kept everyone engaged, making it both fun and mentally stimulating. The inclusion of multiple teams from different institutions contributed to the intense yet friendly competition, ensuring that Pictionary was a memorable and exciting part of the fest.

Shipwreck:

Shipwreck was a unique and theatrical event that saw participation from numerous teams representing various universities. The event challenged participants to take on roles and act out scenarios where they had to convince the judges to save them from a sinking ship. The competitive atmosphere was electric, with each team bringing their creativity, improvisation skills, and persuasive abilities to the fore. The presence of so many teams added to the intensity, as participants strived to outperform one another in both creativity and character portrayal. The event required quick thinking, adaptability, and a flair for drama, making it one of the most entertaining competitions of the fest. Shipwreck offered students a chance to showcase their public speaking, acting, and problem-solving skills, all while keeping the audience thoroughly engaged.

IPL Auction:

IPL Auction was a dynamic event that attracted numerous teams from universities across the region, each eager to showcase their strategic thinking and sports knowledge. The competition simulated a real IPL auction, with teams bidding for players to build the strongest cricket squad while managing their budgets. The presence of many teams created a high-energy, competitive environment, where participants had to make quick decisions and plan carefully to outbid their rivals. As the auction unfolded, the tension in the room grew, with teams fiercely competing for the best players. IPL Auction tested not only the students' knowledge of cricket but also their financial management and decision-making skills. The event concluded with each team proudly presenting their final squad, having navigated the intense competition with strategic brilliance.

Photography:

The Photography event was a creative and visually captivating competition that saw participation from numerous teams representing a wide range of universities. Participants were tasked with capturing compelling visuals that showcased their unique perspectives and technical skills. The event's competitive nature was amplified by the presence of many teams, each vying to produce the most striking and memorable photographs. The diverse participation ensured that the competition was fierce, with students bringing their own artistic visions to the table. Throughout the event, participants pushed their creative boundaries, experimenting with different styles and techniques to capture the perfect shot. Photography offered a platform for students to express their creativity and hone their technical expertise while competing in a supportive and inspiring environment.

Reminiscence:

Reminiscence was a captivating memory-based game that featured participation from numerous teams across various universities. The event was designed to test the participants' memory retention and recall abilities, as they were tasked with remembering specific details from a series of clues or sequences. The competitive atmosphere was heightened by the presence of many teams, each eager to outshine their rivals in this mentally stimulating challenge. As the rounds progressed, the difficulty increased, pushing participants to rely on their focus and quick thinking to succeed. Reminiscence offered an exciting blend of fun and intellectual challenge, encouraging participants to think on their feet and recall information with precision. The event concluded with a sense of accomplishment for all teams, as they celebrated both their mental agility and the competitive spirit that made Reminiscence a highlight of the fest.

Corporate Walk:

Corporate Walk was a stylish and professional event that saw participation from numerous teams across various universities. The competition aimed to simulate a corporate environment, with participants showcasing their business attire, poise, and confidence in a runway-style walk. The presence of many teams created a high-energy and competitive atmosphere, as participants vied to demonstrate their professionalism and presentation skills. The diverse participation ensured that each team brought its unique style to the event, making the competition both dynamic and exciting. Corporate Walk not only tested students' ability to present themselves confidently but also provided a platform for them to express their individuality while adhering to corporate standards. As the event progressed, participants were evaluated on their attire, body language, and overall presence, making it a true test of professionalism. The event concluded with participants feeling proud of their ability to balance professionalism with personal style, making Corporate Walk a standout feature of the fest.

VALEDICTORY:

The much-anticipated Marketing Convergence 2024 came to a grand conclusion on the afternoon of September 30, 2024, marked by an inspiring valedictory ceremony held immediately after the technical session at 3:00 PM. The event, organized by the BCom IAF Honors students of the Department of Commerce, SRMIST, attracted participation from over 30 universities, with hundreds of teams vying for excellence in various marketing challenges.

The valedictory ceremony commenced with a warm welcome to all attendees, followed by the esteemed presence of the Deputy Dean, Dr S. Albert Antony Raj. In his address, Dr S. Albert Antony Raj praised the dedication and enthusiasm exhibited by all participants throughout the event. He highlighted the importance of platforms like Marketing Convergence in fostering innovation, collaboration, and skill development among students. His motivational words encouraged the participants to continue pursuing their passions in marketing and to leverage the experiences gained during the fest in their future endeavors. A significant highlight of the ceremony was the prize distribution, which celebrated the achievements of participants across different events. The atmosphere was filled with excitement and anticipation as winners were announced.

The overall trophy was awarded to Madras Christian College, recognizing their outstanding performance throughout the competition. Dr S. Albert Antony Raj had the honor of presenting the trophy to the jubilant representatives of the winning team, marking a proud moment for them and a testament to their hard work and dedication. The success of Marketing Convergence 2024 can be attributed to the collaborative efforts of many individuals. The invaluable support from the Dean, Dr A. Duraisamy, the Deputy Dean, Dr S. Albert Antony Raj, and the Head of the Department, Dr A. Kavitha, played a crucial role in ensuring the event's smooth execution. Additionally, the unwavering dedication and meticulous planning of the organizing student committee were instrumental in bringing this vision to life, showcasing their exceptional organizational skills and commitment.

The ceremony concluded with a Vote of Thanks, expressing appreciation to everyone involved in making Marketing Convergence 2024 a resounding success. Following the vote of thanks, the participants stood together to sing the National Anthem, a fitting end to a day filled with celebration and camaraderie. In conclusion, Marketing Convergence 2024 not only provided a competitive platform for students to showcase their marketing acumen but also fostered networking opportunities and friendships that will last beyond this event. The organizing team looks forward to building upon this success in future editions, ensuring that the spirit of innovation and collaboration continues to thrive.

GALLERY:













