

MARCOM EVENTS (JUNE 2020- JULY 2021)

Name of the event: INQUIZZITIVE

Date: 3rd June 2021

Time: 9:00pm to 10:00pm

Mode- Online Event

Event Summary

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named as "INQUIZZITIVE". The quiz was fuelled with interesting set of questions, as well as some out of the box things to bring out the creativity from junior batch. It was divided into four Levels (categories). The Questions were displayed on Google meet and we shared a google form to answer the quiz. Where students were allowed to participate in the size of 1-3 people. Also, students from both E&I and GM participated in the event enthusiastically, with total number of participants being recorded as "86". Post event we also took feedback from the participants and they were satisfied with the process and the quality of the quiz. As well as they find it fun with learning.

Rules & Guidelines

There were 31 questions altogether, split into 4 levels

First Level: 10 questions will be displayed on screen for 1 minute each

Second Level: Another 10 questions will be displayed on screen for 1 minute each

Third Level: 5+5 questions will be displayed on screen for 1 min 30 secs

Fourth Level: 1 question, time given to answer 3 minutes

There's no negative marking

Winners & Acknowledgement

Winner- Team Marketers- Dhwani Shah, Jeel Bhatt, Joy Thakkar

1st Runner up - Team JSK- Jeet Vaishnav, Shalin Dhar, Krunal Upadhyay

2nd Runner up - Team Quizly Bears- Navdeep Vaishnav, Agastya Chauhan, Chirag Makwana



Name of the event: AD THE BRAND

Date: 14th May 2021









Time: 2 days

Mode- Online Event

Event Summary

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named as “AD-THE-BRAND”. The event to launch & boost up marcom’s Instagram handle with traffic by this event. The moto of the event was the bring out the creative managers with the blended elements of awareness about trends, meme marketing, content, fun etc. We provided them the platform where they can combine creativity with photographs/memes/reels/videos to create an advertisement of their chosen brand. We posted the entries from the participants on our Instagram page. Post event we also took feedback from the participants and they really loved the unique event, during the crucial covid period. As well as they find it too much fun, and asked for more such creative events.

List of participants & Post link

Names	Post
Aastha Daga	
Divyanshi Srivastav	
Prayushi Sharma	
Avani Patel	
Deep Patel	
Amit Purohit	
Helly Dholakiya	
Nilay Chandra	

Rules & Guidelines

Participants were given 2 days to market their content posted on our page to bring likes & comments.

Evaluation Criteria: 10 marks: Content, 10 marks: Caption (5- Humor, 5- Brand Message), 1 mark each: Likes, 2 marks each: Comments

Likes and comments till 16th of May (12:00am) were counted.



Name of the event: MARKAHOLIC

Date: 24th March 2021

Time: 9:00pm to 9:50pm

Mode- Online Event

Event Summary with rules & guidelines

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named as "MARKAHOLIC". The quiz was divided into Two Levels (categories). There were 20 questions altogether with no negative marking, first 15 questions were displayed on screen for 1 minute each, and the remaining 5 were displayed for 2 minutes each. The Questions were displayed on Google meet and we shared a google form to answer the quiz. Where students were allowed to participate in the size of 1-3 people. Also, students from both E&I and GM participated in the event enthusiastically, with total number of participants being recorded as "66". And we were glad with the presence of Dr. Kaushal Kishore. Post event we also took feedback from the participants and they were satisfied with the process and the quality of the quiz. As well as they find it fun with learning. We distributed certificate among the participants and winners.

Winners & Acknowledgement

Winner- Team Spider- Nilay shah, Deep Patel, Sagar Verma

1st Runner up - Team Goal Diggers- Prayushi Sharma, Piyush Vidyarthi, Disha Parwanda

2nd Runner up - Team Image Makers- Yash Chouhan, Deep Thummar, Vishal Parmar

Three teams who gave tough competition to them are "MAD" "Think Tank" "Peaky Blinders"

Thanks & Regards,

Team MarCom (20-22)

Rishabh Khanwilkar (GM), Krutik Barot (E&I), Rishabhraj (E&I)

