

2019-2020



ARKZINE

ANNUAL MAGAZINE OF
MARKOS, THE MARKETING SOCIETY
MAHARAJA AGRASEN COLLEGE, UNIVERSITY OF DELHI



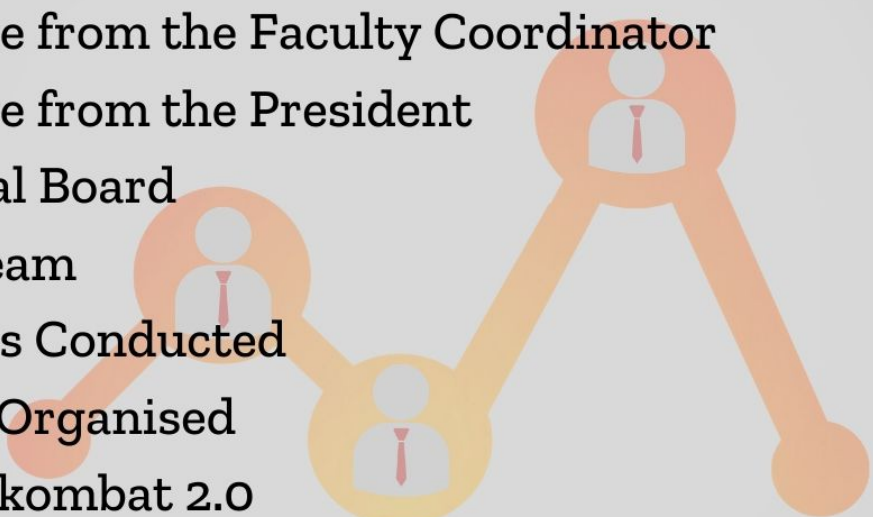
ARKOS

MARKETING SOCIETY, MAHARAJA AGRASEN COLLEGE

"Everyone's a marketer, we just give you a push!"



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About Markos



MARKOS- The Marketing Society of Maharaja Agrasen College, University of Delhi believes in sharing of ideas and stories to reveal the hidden marketer in everyone.

We are proud to relate that Markos which initially started from being a society delivering only power point presentations about different types of brands, has now become an initiative to share, to ignite and to redefine people's passion for marketing.

About Markos

The very name of the society, Markos, delineates zeal and enthusiasm to access knowledge. Not only its name but also, the design of the society's logo delineates the members' hunger and keen interest to acquire and disseminate knowledge. The logo of Markos depicts "networking" through its stylized 'M' and embodies a drive to create a network of ideas to reframe the corporate culture of today.

The society conducts myriads of fascinating sessions and exciting competitions related to marketing and brand consciousness. Its consistent performance has resulted in it being rewarded as the most active marketing society in the entire DU circuit.

We organised several brain storming events this year like **Markombat 2.0** , **Speakers' Conclave** and **Marketing Bravado** for all the DU-NCR students. These events have been pivotal in encouraging and motivating the students for their future corporate achievements and critical explorations in the world of marketing.

Some renowned and reputed personalities from the field of marketing have also, graced these events to chart the road-map for students in their journey to become a top-class marketer.

About Markos

In the academic session 2019-2020, MARKOS was acknowledged as the BEST MARKETING SOCIETY in the entire DU circuit.

MARKOS gives an opportunity to every student to empower and galvanize themselves to redesign the business world.



MARKETING SOCIETY, MAHARAJA AGRASEN COLLEGE

Everyone's a marketer, We just give you a push!

Message from the

Principal



Dr. Sanjeev Kumar Tiwari

It gives me an immense pleasure to announce the launch of the first edition of Markzine, the E-magazine of Markos- The Marketing Society of Maharaja Agrasen College. This is an age of simulation and digital technology where mass marketing developments and advertisements have become the mainstay of global culture. Consequently, it has become imperative to pay close attention to these marketing phenomena in order to use these advertising mechanisms to raise awareness about cultural and social causes.

These trends are an important means to familiarize the society about social events, ethical knowledge, and to recognize the interface of brands and the cultural milieu of a community. It is this knowledge that Markos- The Marketing Society helps to develop so as to enable the organizations of cultural/social events successfully.

With the marketing and advertising scenario undergoing a phenomenal change by posing new challenges and creating new outlets on a daily basis, the Marketing Society of Maharaja Agrasen College -Markos has been doing a wonderful work since its inception by being readily acquainted with these challenges and new roadmaps. It is Markos which has been responsible for advertising and promoting different events/causes of the college not only amongst our students but also, around the entire Delhi University and NCR circuit.

This society has contributed tremendously to establish Maharaja Agrasen College as a brand by organizing a number of events like Markombat 2.0, Speakers' Conclave, Marketing Bravado etc. It has another set of laurels to its credit like partnering with Chakraview- The Debating Society of the College for Macmun 2020. Markos has worked as the sponsorship team for the college's cultural festival- Yuvaan. I convey my good wishes to the entire team of Markos, the editorial board and the faculty members who have been working relentlessly to make this society and this E-magazine a splendid success.

Message from the

Convenor, ECA

It is indeed a great pleasure to present the inaugural issue of Markzine, the E-Magazine of Markos-The Marketing Society of MAC. Markzine focuses on creating awareness about the latest brands and marketing trends and also, is a presentation of their activities during the academic session 2019-20. Markzine is purely a proof of the grit, enthusiasm and creativity of the members of this society. This year has, indeed, been a dramatic one for the ECA Committee and the eleven student societies working under its aegis. The times have been testing.



Dr. Debosmita Paul

However, the students have kept their morale high and continued to innovate to overcome all adversities that have come in their way. Speakers' Conclave, Markombat 2.0 and the successful organisation of their competitions during Yuvaan 2020 have shown that the spirit of the young minds, and specifically that of Markos Society is not willing to give up. Adversities have only urged team- Markos to move ahead rather than remain stagnant.

The launch of E-Magazine, Markzine, is another feather in their cap. The lockdown and compulsion of maintaining social-distance has been nowhere a roadblock for Markos-ians. They put this time to good use to work together as a team and bring out the magazine. I am sure the collage of events conducted by Markos society will not only allow us to relive the sweet memories of days spent together but shall also, be a source of encouragement for all of us.

I would also like to congratulate Ms. Indrani Das Gupta and Dr. Chhavi Bhatnagar, the faculties- in-charge of the society on the launch of this first edition of the E-Magazine. Markzine has been made possible due to their able guidance and efforts. I will conclude my message by once again congratulating Markos Society for the successful publication of Markzine. Markos has truly proven their society motto right – "Everyone is a marketer, we just give you a push." The fact that they managed to bring out the magazine in such testing times has given us all the "push" to continue to work and excel in our endeavours no matter what the situation is!

My best wishes are with Markos Society!

Keep Going, Keep Growing!

Message from the

Co-Convenor, ECA and Faculty Coordinator

It gives me an immense pleasure to have been associated with Markos -The Marketing Society of MAC. Markos has always put its best foot forward in terms of their hard work and nature of accomplishments. In recent times, Markos has brought laurels to the college by emerging as one of the top five marketing societies in DU circuit. Despite not being one of the performance-oriented cultural societies of MAC, Markos has always been active in the dissemination and deliberation of ideas even during their weekly meetings and in devising strategies to deal with the organization of various events.



Dr. Chhavi Bhatnagar

It's a happy feeling to be associated with Markos, a society so full of enthusiasm and zeal even during their conduct of weekly sessions and bustling energy all-round the year. Markos has often set the tone of the cultural ambience of MAC by their very diligence, determination and creative energy; a fact that is appreciated and motivates each one of us.

It's an absolute pleasure to know that even during these testing times, Markos has continued to reinvent themselves and this first edition of their E-Magazine, Markzine, is a proof of their accomplishments and their resolve to excel. I hope in times to come, this E-Magazine of Markos, Markzine, would deal with socio-economic crisis the world is facing in their own novel ways.

I wish the team Markos all the very best and hope in future too, they continue to flourish in their creativity.

Message from the

Faculty Coordinator

It's been close to three years since I took on the position of being the faculty coordinator of Markos – The Marketing Society of Maharaja Agrasen College (MAC), DU and I have always felt happy about this association. Markos, one of the eleven societies of the Extra-Curricular Activity Committee (ECA) of the college has been one of the most organized and disciplined society not only of MAC but also, of the entire Delhi University circuit. This society allowed me to read the growth, the dissemination and circulation of brands and the conceptualization of marketing programs in a completely new perspective.



Ms. Indrani Das Gupta

The members of this society mostly remain in the background nevertheless, they are the most dynamic and creative group of students of the college. From envisioning the proposals to rope in sponsors for the Annual College Festival of MAC-Yuvaan, to organizing workshops and talks, to debating and deliberating on issues of marketing, enhancing soft skills and building leadership skills; Markos has paved the way to both fashion and market one's vision. Markos is launching its first E-Magazine this summer and in these times of unprecedented global crisis of Covid 19 pandemic, this E-Magazine is a testament of the power of ingenuity, imaginativeness and innovativeness of team Markos. I am ecstatic to see Markos respond to this calamity intellectually and imaginatively. Markzine represents the belief that possibilities can never die even amidst such challenging circumstances. This first edition of Markzine is only the beginning of a long journey to establish a strategic site of corporate environment, raise brand awareness and develop critical thinking and decision-making skills in the college. Markzine shall pave the way for students to frame more ideas and get in touch with industry experts. In times to come, I hope, this E-Magazine shall help to foster critical learning paradigms and fruitful discussions on corporate culture and further the development of marketing skills of students for a successful career.

I wish them all the best and trust that this magazine will be a game changer for not only Markos but also, for other marketing societies of University of Delhi.

Message from the

President



Anushka Jain

In order to get an edge over others in this competitive world, one needs a wide-ranging exposure to a variety of ideas so as to broaden one's horizon and develop a more nuanced understanding in all aspects of life. Markos is the right platform for exactly this overall development. It takes care that students don't limit themselves to just academics but also, have a taste of the real world, primarily, the contemporary global multinational corporate set up.

At the professional front, Markos holds a very prestigious repute as it is the number one marketing society in the entire DU circuit. As much as it's a matter of pride for Markos, it also, directs us to be more responsible towards the furtherance of the enhancing of marketing skills.

Various seminars, workshops, competitions and events organized by Markos throughout the year allow students to develop their potential and acquire different life skills. But, what makes it stand out is the scale of activities undertaken by team Markos and its hardworking members who 'push' everything to a higher and more imaginative level of learning and sharing of ideas.

I would like to thank our Principal Sir and faculty coordinators for always being there to guide and support us. Their words of wisdom radiate a source of energy within us and motivates us to achieve new milestones.

I am fortunate enough to be backed by a team of such talented people. I cannot thank everyone enough for their involvement they have shown and the willingness they have had expressed to take on, in the completion of tasks beyond their comfort zones.

Lastly, I would like to mention the immense hardwork of my core members who themselves stood at the sidelines but made sure that everything stood strong and high. They are the backbone of this society.

For me, Markos isn't a place where there is just a single fondest memory. It's an entire album of countless immortal memories.

I am honoured to be your President. This legacy will go on and I'm sure that the upcoming batches will take it to new heights. Thank you so much.

Editorial Board

Hola! Welcome to the first edition of **MARKZINE**— the annual magazine of Markos - The Marketing Society.

MARKZINE is published with two main aims : to maintain a record of all the major activities and achievements of the society and second, to provide the creative urges of the students a better platform. It gives us immense pleasure to state that this magazine has successfully undertaken its first steps in ensuring the accomplishment of these objectives.

This E-Magazine while being a reflection of students' creativity and achievements in a given academic year is also simultaneously, a means to inspire others to market their ideas. The Magazine is a means to motivate students to overcome their fear and put forth their ideas and thoughts that are too deep to be expressed and too strong to be suppressed.

This magazine is before you due to the combined efforts of the Editorial Board, the members of the society and our faculty coordinators. We thank them all for their enthusiasm and perseverance towards our dream.

The Editorial Board takes the opportunity to thank all the contributors as their contribution is the reason that makes this magazine endearing to our readers. We request our fellow students and the readers of MARKZINE to keep up with the hard work.

Our sincere thanks go to our respected Principal Sir and the ECA Committee for their constant support and encouragement and for helping us to clear all the technical and not-so-technical obstacles that came our way.

Editorial Board

Finally, many thanks to all our society members whose help has always come handy. And lastly, we wish you all a very happy reading and please do not forget to give your valuable feedback to the Editorial Board because we hold your opinions and views in highest esteem.

-Editorial Board



Core Team



The core team undertakes an umbrella of duties which are instrumental in the success of the society's events as well as its routine functions.

From organising cultural performances, designing posters and strengthening the alumni network to arranging sponsorships and managing the whole event, the heads of all the teams have always stood out. They endeavour to successfully perform as according to the duties allocated within their teams and without them the whole society would cease to function.

Meet Our Core Team

Anushka Jain

Suraj Sharma

Lucky Kansal

Karan Bedi

Abhishek Ranjan

Bhargavi Agrawal

Toshit Soni

Sajal Gupta

Tanya Wahi

Ankita Gupta

Aarushi Kapoor

Akshit Arora

Bhavya Khanna

Kartik Seth

Devika P. Nayyar

Abbey Thom Sunil

Sessions Conducted

SESSION 1: PERSONAL BRANDING

"Personal branding is what people say about you when you leave the room."

Everyone wishes to be unique. Are you unique? Or are you just another sheep in the herd? Brand yourself before others brand you, because you are not a brand, you are merely a commodity.

SESSION BY : ANUSHKA JAIN



SESSION 2: PSYCHOLOGICAL MARKETING

Sometimes you observe, sometimes you don't but marketers always play with your mind and try to manipulate your buying decisions.

The key concept of marketing is to understand the psychology of your audience. Marketing is a contest of people's attention. You don't build LINKS there, you build RELATIONSHIPS.

SESSION BY : SURAJ SHARMA



Sessions Conducted

SESSION 3 : BRANDING

Taking care of the brand and the message behind it sometimes comes before the product in hand. The thing that matters the most is developing a story behind the product by viewing the targeted market. One needs to make sure that the message being conveyed is unique and is able to attract the customers in one go. Your value proposition is the promise to the customer that you will deliver something of value and it forms the basis of every product or service you create, as well as in all your marketing strategies.



SESSION BY: ABHISHEK RANJAN

SESSION 4: DIGITAL MARKETING WITH SPECIAL REFERENCE TO CHANGE IN JOB STRUCTURE



Session on "Digital marketing with special reference to change in job structure" defined the dynamic impact of digital marketing on the current global environment. Also, how this digital marketing has brought about a change in the structural organization of jobs.

SESSION BY : HRITIK AGARWAL

Sessions Conducted

SESSION 5: SOCIO-EMOTIONAL ADVERTISING

Social and emotional advertisement is a mechanism of strategic placement of products in the minds of the consumers so that the consumers can relate to the products emotionally.



SESSION BY : KARTIK SETH

SESSION 6: LET'S PLAN- THE RISE OF THE FALLEN WITH SPECIAL REFERENCE TO CHEVROLET

A very well researched and coordinated session was taken on Let's plan the "Rise of the Fallen" with special reference to Chevrolet. It aimed at promoting brand knowledge and also gave audience the ideas to handle some of the biggest companies in existence.

**SESSION BY: KARAN BEDI,
CHETAN ARORA, AKSHIT ARORA
& ARJUN KHURANA**



Sessions Conducted

SESSION 7 : BLOGGING

Blogging has become a mainstream source of information through which one can not only earn money but also, visitors can comment as well as interact with one's brand. To start a blog, one requires exciting and original content. Further, the blog should have an optimization strategy and a good web host with audio and visual multimedia support to promote the brands amongst masses.



SESSION BY : MAHAK JAIN



Events Organised

1. MARKOMBAT 2.0

MARKOS organized its trademark event, MARKOMBAT 2.0 on 21st & 22nd January, 2020.

It was a two-round event, wherein, the first round was titled 'Brand Quiz' which was conducted in collaboration with INQUIZITIVE-The Quiz Society.



In this event the participants faced a quiz to test their marketing and business acumen. Winners of the quiz round advanced to the second round which was an Online Crisis Management round.



Here, the participants faced a challenging situation and had to come on top with the use of their wits and crystallized intelligence. The first level was a screening round while the second level was the final round where the winner was declared.

MARKOMBAT 2.0 emerged as a challenging yet exciting event as described by one of the participants.

Events Organised

2. SPEAKERS' CONCLAVE

All the great leaders have certain traits that contribute in the making of an effective leader. One of the primary skills to enhance leadership skills is to know how to market oneself.

In this connection, Markos - The Marketing Society organised a Speakers' Conclave on 10th & 11th February, 2020, explaining "why one should choose a career in marketing?".

The two-day conclave was graced by professionals and distinguished people whose presence in these talks and workshops enabled students to learn from their experience and knowledge.

The event was filled with insightful panel discussion by industry stalwarts like -

Prof. Neerja Arora, PGDM - Indian Institute of Management, Calcutta

Mr. Siddharth Jain - Sr. Manager Admissions at Delhi School of Business

Prof. Sangeeta Magan - NDIM, New Delhi



Events Organised



The speakers served as role models throughout the workshop and delivered valuable and significant lectures sourced from their profound and elaborate knowledge of marketing. They encouraged the students to live a goal-oriented life and thus, begin their quest to become successful leaders and marketers. The event was widely participated and the registered students for these workshops were very energetic, focused and enthusiastic throughout the duration of the conclave. We thank you all for being so patient and enriching the whole event with your queries and critical reflections.

The Marketing Society feels honoured and grateful to our esteemed speakers for taking out time from their busy schedules and doing this successful collaboration with us, and providing students the ultimate erudite knowledge.



Events Organised

3. MARKETING BRAVADO

Fourth edition of Marketing Bravado was successfully organised as a part of YUVAAN 2020.

Marketing Bravado is an event where participants feel the monumental responsibility of teaming up pragmatic thinking and diagnostics. An unseen battle rages as soon as the participants meet.

It is one of the most awaited marketing events during the fest season of University of Delhi, where one's only weapon is stratagem and the unexpected is the only expected.



The event witnessed participation from more than fifty teams of different universities; all who indulged in a battle of intellect and marketing acumen to win the title.

Events Organised

The event was uniquely designed in a format that tested intellect ,creativity, presentation skills, and enthusiasm all at the same time.

We would like to thank our judges, Mr. Siddharth Jain and Prof. Neerja Arora for taking out time from their busy schedules and gracing our event. It was indeed an honour for us!

Also, we would like to express our gratitude to each one of you who participated in this event. You guys made Marketing Bravado a success and it was a great pleasure to host all of you!



Blogs

1. CUSTOMER LOYALTY

It is not so simple to make the customer feel that he/she is more important for one's business than the profits raked in. But, when customers feel that they play an essential role in creating a brand, it will lead to the creation of an emotional bond between the customers and brand companies and this in turn, leads to the generation of loyal customers i.e., an increase in customer loyalty.



AUTHOR : ABBEY THOM SUNIL

2. INVEST IN YOURSELF



We all have heard that human resources are the most precious resources in the world. But , do we really believe in it and apply this maxim in our quotidian practices? Being a resource, you need to first invest in yourself to brand yourself in today's corporate world. Every person is well aware of themselves , they just need to explore their positive and negative points and start working on them.

AUTHOR : NAMITA AJAYAN

Blogs

3. MARKETING WITH EMOTIONAL INTELLIGENCE

Are Emotions all-pervasive? Well, yes. From animals to humans, emotions are a part and a parcel of human existence. But, that's not the complete picture. Humans have the ability to use their reasoning skills as well. The brands understand the power of emotions and use them in their marketing drives which plays an important role in manipulating customers' mind. This kind of new-age marketing campaigns and employing the strategy of emotional intelligence is well known as 'emotional marketing'



AUTHOR : ANKITA GUPTA

4. MARKETING: Connecting Brands with Environment



With the government banning plastic and other hazardous materials, green marketing is considered as a panacea for environmental concerns . It not only promotes corporate social responsibility but also, gives a company a competitive edge over others. Body Shop, Wipro ,ITC, etc. are some examples of the brands which are riding the crest through their green marketing strategies.

AUTHOR : AARUSHI KAPOOR

Blogs

5. IDEA GENERATION

We all think everytime, this thinking leads to formation of ideas. Ideas can be small or big, remarkable or usual, spectacular or normal; but ideas play a crucial role in marketing. Marketing flows and changes its stream through the means of ideas. Initially, marketing is merely a capitalist medium though an interactive medium but further on, it broadens into a site of an influencer, emotional strategization, green marketing and so on.

AUTHOR : MAHAK JAIN



6. HOW MAGA BECAME TOP BRANDS OF THE WORLD?

This blog explains the marketing strategies and ideas applied by MAGA (Microsoft, Apple, Google, Amazon).

4 Principles used by these billion-dollar companies, which are easily adaptable by any start-up, from mid-size to large-size organizations to win customer loyalty and few powerful marketing techniques which any business can use to achieve exponential growth and profit.

AUTHOR : SIMRAN KAUSHAL



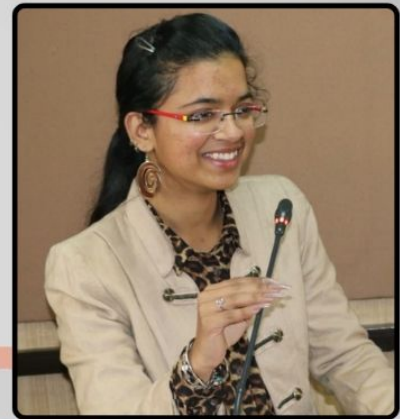
Blogs

7. UNDERCOVER MARKETING UNCOVERED

"The gap between what's expected and what you deliver is where the magic happens, in business and in life." - Jay Baer

We all are familiar with the cliché advertisement techniques, but getting people to talk about you without actually doing so is the new marketing trend!

AUTHOR : DEVIKA P. NAYYAR



8. OYO ROOMS: A revolution in the Making



Oyo rooms which is an invention of our needs, have changed the way hotel rooms were booked. It helps the hotels to create a brand name in the hospitality industry by offering customers a platform to showcase their hotel under the brand name of Oyo. The main objective behind this plan is to provide quality services to the users. It became successful by their planning, strategizing and understanding the customer needs.

AUTHOR : AMIT KUMAR

Blogs

9. GOOD MARKET POSITIONING: “Ultimate goal of Marketing”

Let's check, what market positioning is? How does it evolve and work? In short, market positioning is the strategic process which shows a brand strategy to market products and gain market value. The main goal of market positioning is to build goodwill in the market by showing unique & distinct products. It has some core elements i.e., pen positioning and SWOT analysis.



AUTHOR : MOHIT SINGH

10. GUERRILLA MARKETING : INEXPENSIVE, INNOVATIVE, IMPACTFUL



Guerrilla Marketing is simply an advertising strategy in which a company uses unconventional and unique interactions to publicize a product or service. This type of marketing is effective for small businesses and helps to gain exposure through minimal cost to the company. In short, guerrilla marketing is all about creativity, attention and impact.

AUTHOR : YASH DHAWAN

Blogs

11. FREEMIUM BUSINESS MODEL

ALAN MURRAY once said, "the best model is a mix of paid and free content."

A combination of the words "free" and "premium", the term freemium is a type of business model that involves offering customers with both complementary and extra cost services.

Under a freemium model, a business gives away service at no cost to the consumer as a way to establish the foundation for future transactions.

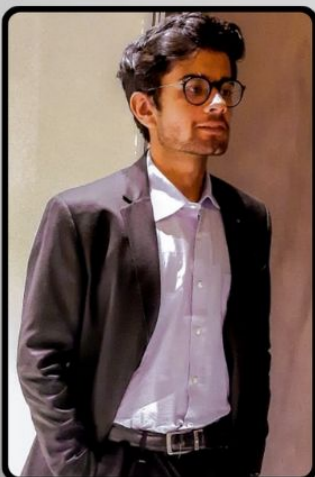
AUTHOR : MEENAKSHI PRAJAPATI



12. ADVERTISING EFFECTIVENESS

With the increasing competition in the markets, a lot of stress is laid onto advertising to get ahead of their competitors. This makes advertising an integral part of the marketing strategy of an organisation and therefore it is necessary to find out the advertising effectiveness.

AUTHOR : ARJUN KHURANA



Blogs

13. BRANDING

With the rapidly changing dynamics of marketing and fast growing market competition, the role of branding has become more crucial than ever! Branding is what connects the company to its targeted audience. Setting yourself apart from the rest of the competition is what gets you ahead.



AUTHOR : ARSH RAEEN

14. ZERO DOLLAR MARKETING

To build a business, one needs to get the word out. But, to get the word out, a business needs funds. Without the funds in place to launch a full-scale marketing campaign, how can an entrepreneur compete with its competitors?

Fortunately, you don't need to have a big marketing campaign to reach customers. There are more ways than ever to get the word out without spending a fortune. This shows some of the ways by which you can generate buzz for your business on a limited budget.



AUTHOR: KARAN BEDI

Blogs

15. FREE WAYS OF MARKETING

Small businesses usually can't afford the lavish marketing budgets that bigger brands take for granted. That's why small biz owners must be creative, determined and innovative when promoting their business. The good news is that there are plenty of useful marketing methods that will generate great results for your business without costing you a dime.



AUTHOR: KANISHK KAUSHIK

16. NETWORK MARKETING

Network marketing is a type of business opportunity that is very popular with people looking for part-time, flexible businesses. It's neither a hobby nor a get-rich-scheme but an opportunity for you to earn money running your own part- or full-time business.

But what does it take to succeed in this industry?

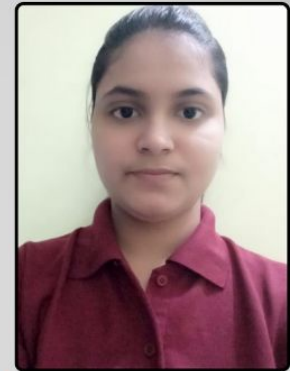


AUTHOR: JASRAMAN

Blogs

17. DIGITAL MARKETING : CAREER OPTIONS

Digital Marketing field is booming in 2020. To get your dream job in digital marketing, read this blog post for details about various job opportunities in digital marketing.



AUTHOR: SADIYA ANSARI

18. SEARCH ENGINE OPTIMISATION

Search engine optimization (SEO) standards are constantly changing. Like social media, email marketing, and emerging technologies such as artificial intelligence (AI), search engines are improving the way in which they deliver results to users every day.

As a marketer, it is critical to keep up with all of this news. This blog will help you become a better marketer.

AUTHOR: MD. UBED KHAN



Blogs

19. BLOGGING

So, you want to start a blog huh? Great idea!

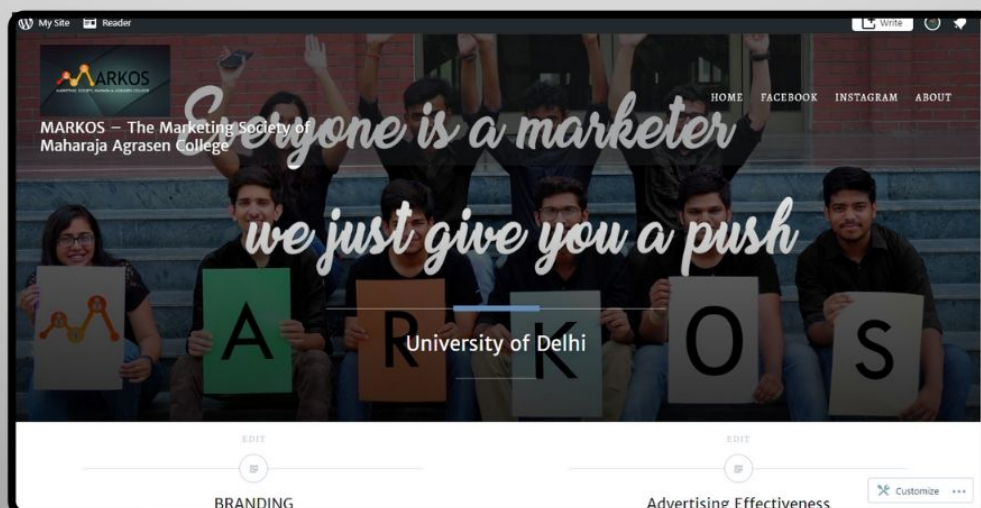
But...how the heck do you get started? There's so much info out there on the web, and everyone's telling you to do different things. Who do you listen to? Where's the starting point?

Well, hold up. Here's everything you need to know.



AUTHOR: SANDHYA KUMARI

To read the full blogs check out our wordpress page:
<https://macmarksoc.wordpress.com>



Achievements

1. BEST MARKETING SOCIETY IN DU CIRCUIT

In a team, it's not the strength of the individual players, but it is the strength of the unit and how they all function together. Markos participated in an online competition through DU Assassins where all the prestigious colleges of Delhi University had taken part by nominating their marketing society in the competition. Markos being the most active and hardworking society, took part in many competitions conducted by various colleges. Therefore, actively seen throughout the year in all co-curriculum activities, Markos, gained the most number of votes, bagged the first position and now, proudly, is seen as the best marketing society in the entire DU circuit!

Top 5 Marketing Societies of Delhi University 2019-20

© February 17, 2020 by duassassins



1. Maharaja Agrasen College



'Markos', meaning hammer in Latin, is a hallmark of the robust attitude that the society has. It also describes the omnipotence of marketing in every field in today's scenario

Achievements

2. MOST ACTIVE SOCIETY IN DU CIRCUIT

"Success doesn't just come and find you, you have to go out and get it."

We are extremely proud to announce that our quintessential Team Markos has yet again hit a home run.

Team DU Assassins has acknowledged us as the most active and one of the best marketing societies in the entire DU circuit.

Kudos to all the members!

We would also like to extend our gratitude to them for their kind gesture and wishing us tonnes of good luck.

Here's to #LeavingAMark



Markos : The Marketing Society, Maharaja Agrasen College have been actively working from Past few months. We Acknowledge there efforts for being one of the active Marketing cell in DU Circuit.



Du Assassins

1 hr · 🌐

Being a marketing society, it requires a lot of prominent skills and knowledge such as confidence, determination, being persuasive etc. to make a mark.

One such society in Delhi University Circuit "MARKOS- The marketing society of Maharaja Agarsen College" which has excelled in its field and have become a benchmark for others.

MARKOS established itself in year 2017 and since then it has been one of the most active MARKETING SOCIETY in DU. The society has an active Facebook page and Instagram account which posts latest marketing updates, articles, news and trends regularly. Apart from that it also runs a blog for discussing and sharing marketing ideas on which articles written by members are posted. It encourage its members to read , observe and learn about marketing through all means and also share information about various ongoing marketing workshops and Training courses on group. All these fosters MARKOS to be one of the best in the marketing field.

This is an Acknowledgement post for MARKOS for being so active not only in fests days but also in exam season.

Partnering with Chakrerview for MACMUN'20

"Together we can build a world we want, a world we are proud to leave for our children and grandchildren."

We wholeheartedly believe in the idea of taking the responsibility of changing this world into a better place step by step.

Needless to say, MUN simulations form an integral part of the ladder towards becoming well read, well informed and opinionated individuals who would be capable of influencing and maybe also making essential decisions pertaining to the betterment of the world socially, culturally and politically.

MACMUN is a collaborative effort by ChakraView- The Debating Society of Maharaja Agrasen College and MAC ECA. This is one of the best learning experiences, with their skilled man power and abundant resources.

We are very happy to announce our collaboration with them as their MARKETING TEAM for MACMUN 2020.

The event was scheduled for 3rd & 4th April, 2020. However, due to the global medical emergency, after careful consideration and guidance, the college authority has decided to postpone the event till further notice.

We're with them in full force, from the day they started their registrations till the day of the event. We are very hopeful of this alliance, and are sure that Markos will give it's 100% in making MACMUN'20 a huge success.

Participation

1. **Excelsior by Markit, Marketing Society of Shaheed Sukhdev College of Business Studies**

Participants: Bhavya , Aarushi, Abbey, Hritik, Nihal



2. **Boom Merchant by Ramcomm, Commerce Society of Ramanujan College**

Participants: Kartik , Deepanshu, Jasraman, Arsh



Participation

3. Business Hour by Delhi College of Arts and Commerce

Participants: Arjun, Akshit, Karan, Chetan



4. Markage by Delhi College of Arts and Commerce

Participants: Suchita, Sakshi, Deepak, Rohit, Sandhya

5. Marketing Trilogy by Daulat Ram College

Participants: Sajal, Mohit Sharma, Manan



Participation

6. Bid the Dead by Ramanujan College

Participants: Devika and Yash

7. Day Time Burglary by Ramanujan College

Participants: Devika and Mahak

8. Bizkreig by College of Vocational Studies

Participants : Jatin Bansal and Akshat Jain



Online Tasks

(Real Time Marketing & Word of Mouth)

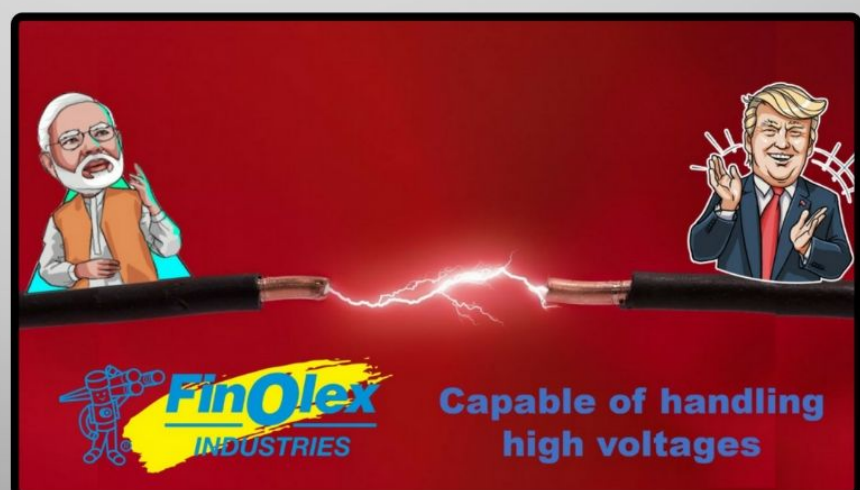
We, at Markos, believe that learning should never stop. We all learn something everywhere but we don't remember it because we cannot connect with it.

Here at Markos, we make learning fun and we make all our members indulge in various activities. Abiding by our basic values, we organised several online task modules for our members.

The first one was about real time marketing and we conducted it as a type of a live project wherein all the members of the society learnt about real time marketing with various real life examples of the companies that are considered pioneers in their fields.

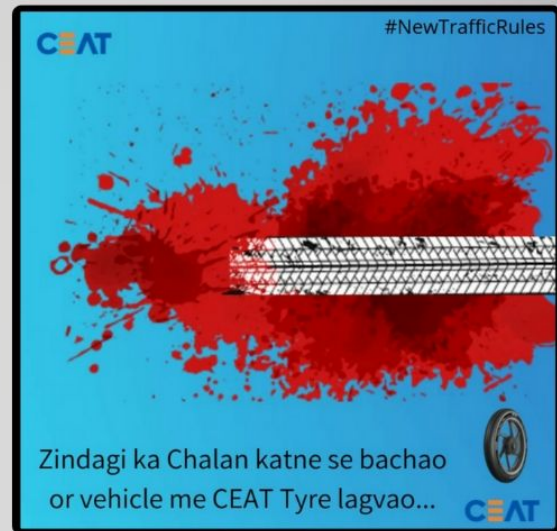
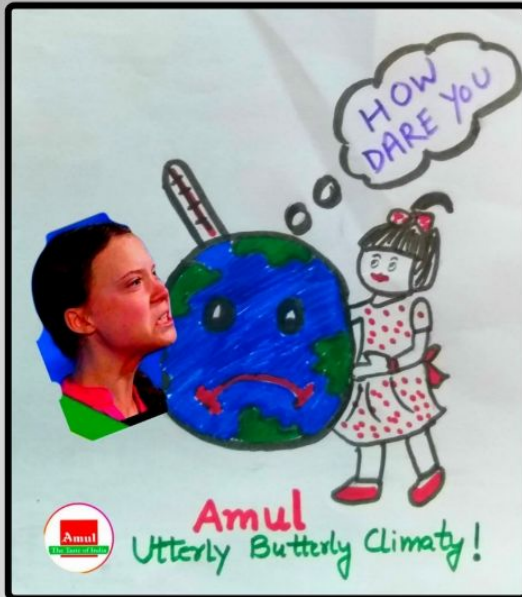
In the same activity, the members also learnt about the art of 'word of mouth' marketing, its pros, cons and its importance etc.

The basic objective of this task was to inculcate the habit of practical thinking and research in the members of the society and to increase their involvement as well.



Online Tasks

(Real Time Marketing & Word of Mouth)



Dear Aaliya and Sunakshi

We can't see you trolled
all over the internet.
Just for not knowing basic GK.



dailyhunt

Our advice: Download Dailyhunt app
And stay updated about every story
btw-Ramayana is also available in Dailyhunt 😊

*News. *Books. *Blogs.

Description: A promotional message for the Dailyhunt app. It addresses two individuals, Aaliya and Sunakshi, and offers advice to download the app to stay updated on stories. It also mentions that the Ramayana is available on the app. The Dailyhunt logo is shown, and the app's features (News, Books, Blogs) are listed at the bottom.



Bhai 100-200 zyada lele bas land dila de

AVOID PAYING EXTRA IN BROKER COMMISSIONS

magicbricks
India's No.1 Property Site

Description: An advertisement for Magicbricks. It features a video thumbnail of a man carrying a child. The text "Bhai 100-200 zyada lele bas land dila de" is below the thumbnail. The main headline is "AVOID PAYING EXTRA IN BROKER COMMISSIONS". The Magicbricks logo and "India's No.1 Property Site" are at the bottom right.

**INTERNATIONAL
EDUCATION DAY**



McDonald's
BILLIONS AND BILLIONS SERVED

Description: A promotional banner for McDonald's International Education Day. It features the text "INTERNATIONAL EDUCATION DAY" in yellow on a red background. The McDonald's logo is on the right, with the slogan "McDonald's BILLIONS AND BILLIONS SERVED" below it.

Online Tasks

(Real Time Marketing & Word of Mouth)

Smelly
cat, smelly cat
It's not your
fault



#TheOneWhereTheSmellVanishes

durex

#25yearsoffriends

F.R.I.E.N.D.S

They did it 298 times! we failed just once



Celebrating 25 years of F.R.I.E.N.D.S

Quikr

Aasaan hai badalna

#dearicaipleasechange

Markos : Sponsorship Team (Yuvaan 2020)

Organizing an event in college is a daunting task considering the cost and overall expenditure of setting it up. Sponsorship is one of the key differentiators between the success and failure of an event. Markos- the marketing society of Maharaja Agrasen College is proud to announce that it was the official sponsorship team for YUVAAN-2020, the annual fest of Maharaja Agrasen college. Because of the constant efforts of our team members and their unparalleled persuasiveness, we were able to convince IndoAsian Energy Management, Festroy and Eco Bucket to be our official gifting partners. Also, we had DU Express and DU Assassins as our media partners.

It was because of the combined efforts of our team members, the guidance and support of our ECA Committee that Yuvaan 2020 was a big success.



Bhavya Khanna



Suraj Sharma



Abbey Thom Sunil



Anushka Jain



Namita Ajayan

Sponsorship team of Yuvaan 2020

Random Musings

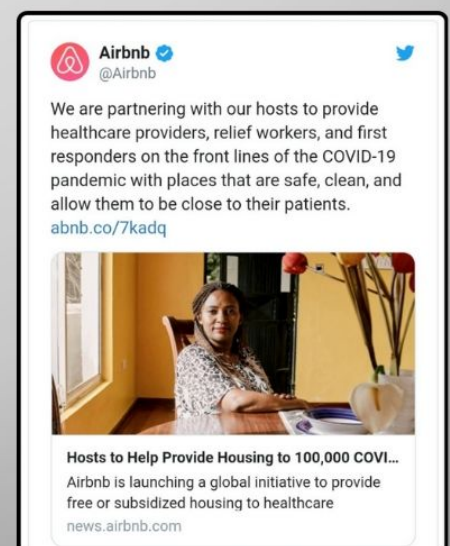
As the world is grappling with the consequences of contagion and death unleashed by COVID-19, the global economy's trendline is dipping with uncertainty. If this trend continues it will cost the global economy \$2.7 trillion. But, that's the kind of information we've all been reading for the past few weeks. While it's important to be attuned to this data, one must also be up-to-date with lesser-known, yet important trends and brand stories from around the world. The impact of COVID-19 will be felt by all, small and big businesses. Also, it has sparked intense debates about its disruption of economy. While most governments and policymakers are in an uncharted terrain with uncertainty being the ruling flavour of the season, the moot question is to how to deal with the economic fallout caused by this pandemic? While this musing cannot attempt to provide some measure to counteract the economic crisis spawned by COVID -19, it makes us marketers analyse and predict the upcoming trends.

As a marketing society, we're at the intersection of brands & consumer engagement capabilities. This vantage point allows us a view of the impact of this pandemic on consumer brands. We've seen how companies have gone beyond a 'business-as-usual' approach to help end-users stay informed and safe. That's the story we'll share through this random musing on life, market, economy, creativity and death that surrounds us all.

Here's a host of industries impacted by COVID -19 :

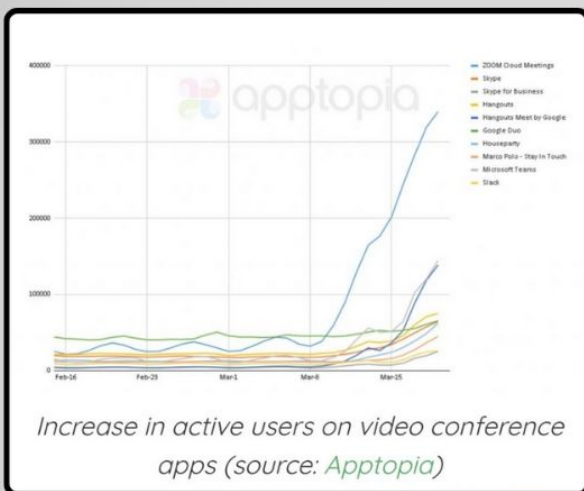
1. Travel & Hospitality: Downward spiral as consumer confidence takes a dip

The travel and hospitality industry may be among the hardest hit by the pandemic. Players in this industry have been doing everything in their control to ensure that their users are safe. Airbnb, one of the world's largest online marketplace for people looking for accommodations is hit severely by COVID-19.



Random Musings

If multiple reports at The Independent and Reuters are to be believed the hospitality giant is not only looking to shut its marketing spends which will save it 800 Mn dollars but also, thinking of freezing all its hiring for quite some time. This comes in the aftermath of Airbnb announcing on March 27 that they will provide free housing to healthcare providers and frontrunners in the fight against COVID-19 with safe, clean spaces.



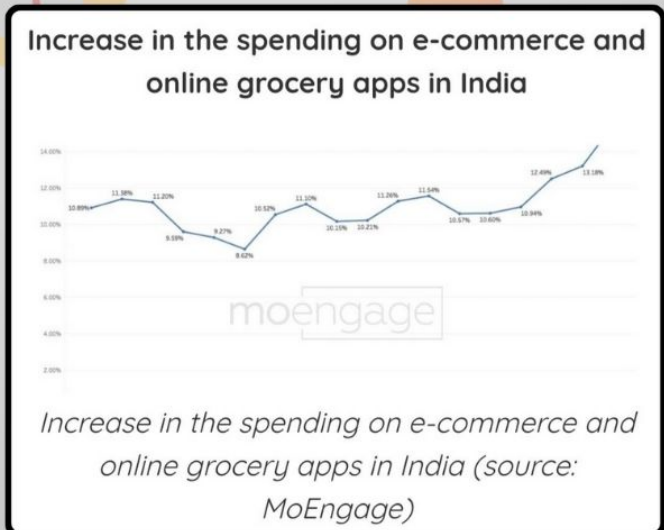
2. Video Conferencing Apps: It's zoomin' big time!

With companies and communities enforcing work from home policies, the upward spiral in video conferencing apps was to be expected. However, what came as a surprise was Zoom's meteoric rise as compared to other platforms.

Zoom, the leader in this cohort, grew its new user base by almost 300% since March 8th.

3. Online Shopping: E-commerce and wholesale mobile apps rise on the wave of panic shopping

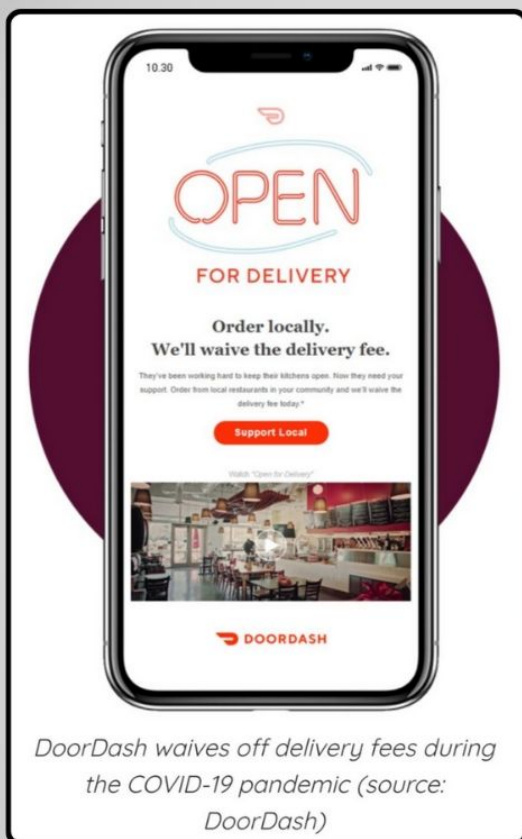
With major cities announcing lock-downs, self-isolation and social distancing have led to an increase in user activity on online shopping apps. E-commerce and online retail mobile apps have seen a steady increase in new and active users since the first week of March 2020. Online wholesale mobile apps show a similar trend – a sharp increase in new users, active users, and spends in the second week of March 2020.



Random Musings

4. Online food delivery apps: Work and Order from home

Another industry that has seen an increase in user activity is online food delivery apps. Apps in the region are taking steps to support their users at this time. For example, DoorDash an on-demand prepared food delivery service app in the region has waived off the delivery fee for locals.



Which brands shall continue to attract consumers post-COVID 19? While few things can be predicted on a short-term basis, there are still phenomenon and systems that needs to be probed and studied further? How will the customer, brands and marketers' relationship change after the severity of this pandemic abates? What should the market leaders do to stay on course? Will there be new businesses that shall bloom post this crisis? Maybe, we could find few answers from history. How have the markets, businesses, brands changed over history post any such pandemic? Were there any drastic transformations in the way market functioned post any such pandemic in the course of history?

Random Musings

While the questions are plenty, we have still to find the answers for the same. Scholarly reflections on such relationships are being undertaken with a new vengeance and in subsequent issues of Markzine, we would like to invite critical studies and scholarly expressions on how economy survives another day not to merely tell a tale but, to reinvent the very world. Like a phoenix that rises from the old, the whole team of Markzine wishes that in moments like this where unpredictability and volatility is the new idiom, we come together as a global community to work, to support and to care for each other.

As the world struggles with this deadly disease, what we can do is to help and support each other. Marketing leaders need to stay the course and adapt to the new normal that is evolving. To keep experimenting and modifying one's marketing plan is the need of the hour to find what works right now. Meanwhile, staying virtually close to one's teams and customers is necessary and ethically important and when this is over, the teams, customers will know they can count on you and will be loyal in return.

Yes, this pandemic shall pass as the other pandemics of history. For the time being, we cannot over emphasize enough the importance of maintaining a proper hygiene, the value of social distancing and being socially considerate towards the marginalized sections of the society. It's time to come together like never before. As much as this pandemic causes havoc, there's also, a chance to create a better world-economically, politically, socially, culturally and on a humane level.

This too shall pass! Let's face this together!

Snippets : Down the memory lane



Snippets : Down the memory lane



Snippets : Down the memory lane

