

2.0

Markzine

Annual magazine of Markos
The Marketing Society of Maharaja Agrasen college, University of Delhi



2020-21

“Everyone’s a marketer, we just give you a push!”

 <https://macmarksoc.wordpress.com/>

 markos.du

 markos_du

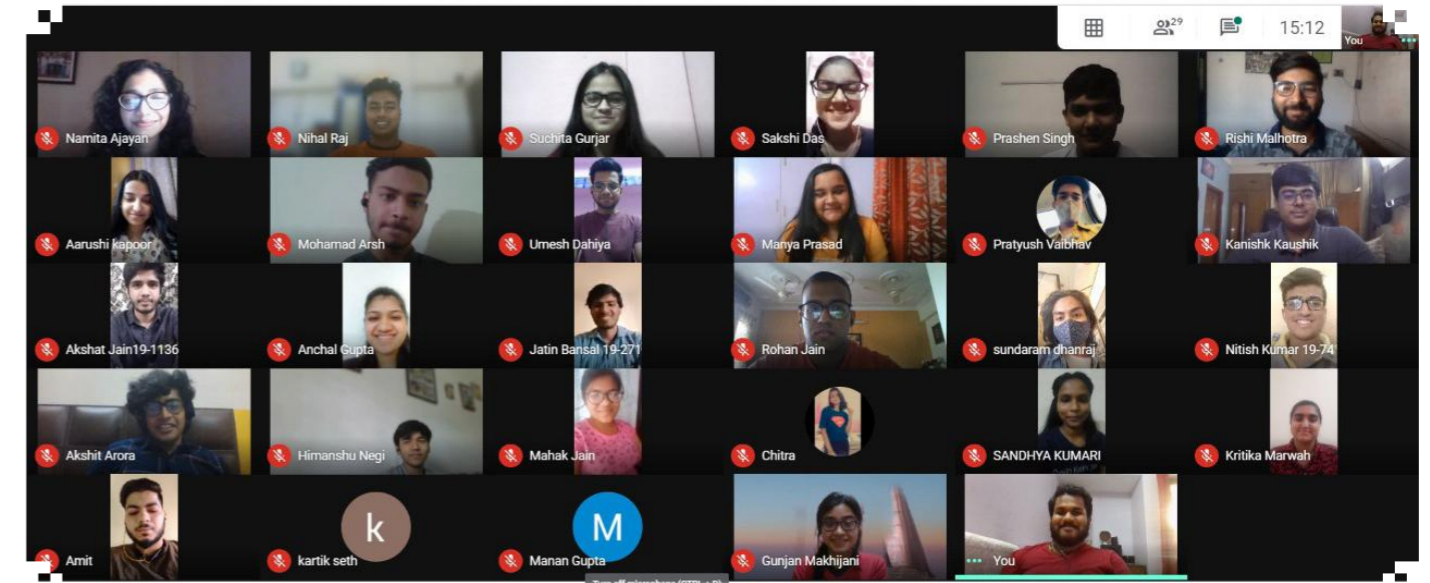
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About Markos



MARKOS-The marketing society of Maharaja Agrasen College, University of Delhi believes in sharing ideas and stories to bring out the hidden marketer inside everyone. The society aims to describe the ubiquitous nature of marketing in today's scenario.

'MARKOS', meaning hammer in Latin, is a hallmark of the robust attitude that the society possesses and continuously commits itself in its quest for marketing knowledge. The logo of Markos depicts "networking" through its stylized 'M' and embodies a passion to create a network of ideas to reframe today's corporate culture.

The society conducts myriads of fascinating sessions and exciting competitions related to marketing and brand consciousness.

The consistent performance of the society has resulted in it being rewarded as the most active marketing society in the entire DU circuit.

Last year, when the pandemic hit the world, Markos organized its first online Internship program 'MARKSHIP 2020' to give students an opportunity to upskill themselves in areas like creative writing, graphic designing and social media marketing. The internship program encouraged and motivated the students for their future professional endeavours in the world of marketing.

MARKOS empowers every student and galvanizes them to redesign the business world. Markos is an initiative to share and ignite people's passion for marketing.

Principal's Message



I am extremely pleased to announce the Second Edition of 'Markzine,' the E-Magazine of Markos- The Marketing Society of Maharaja Agrasen College. This second edition of 'Markzine' continues the spirit of the first edition in its approach to tap into newer practices of marketing, branding, and creating awareness about various social and cultural initiatives undertaken by the College. Markos, through its constant study and erudition, intriguing in-depth scholarship on how the market and brands function, has made the intellectual space of our College resonate with vibrant ideas about the workings of consumer culture. The different events organized by its team members and this E-magazine is positioned to tap into the possibilities of the transformative global digital economy of today. From providing a conceptual analysis of the advertising phenomena to employing different marketing tricks and strategies to establish a brand, Markos has been a game changer in how one can organize events and promote such events on various social platforms. This E-magazine continues its intellectual journey, started in the last year amidst the raging pandemic, to establish a community of discussion and deliberation of ideas pertaining to marketing, promoting, and branding. I congratulate the whole team of Markos - students, Faculty Coordinators, and ECA Convenor on this stupendous journey of visualizing, imagining, creating and also, marketing such a vision. I wish the team the very best and hope to see Markos and 'Markzine' reach greater heights. Thank You.

Prof. Sanjeev Kumar Tiwari

Message From ECA convener



Greetings to everyone,
“Everyone’s a marketer, we just give you a push”

A push they gave, last year, which propelled the teachers and students working at MAC ECA to gather their courage and begin afresh. The pandemic and the lockdown were no barriers in making their dream from coming true. They came out with the first edition of MARKZINE, their online e-magazine in 2020 under very testing circumstances.

The present issue is their second successful attempt at MARKZINE and mark of yet another achievement by MARKOS. I congratulate the team for keeping up with their enterprising attitude.

I also would like to use this opportunity to thank their teacher coordinators Ms. Indrani Das Gupta and Ms. Sonam Bhati for being their constant guides; as MARKOS has crossed several milestones in the past one year. I am sure that the readers will enjoy MARKZINE and pick up some intricacies of marketing. Yet, I would like to add that MARKZINE also teaches us the spirit of teamwork, enterprise and innovation. Hope that the readers pick this knowledge up as well!

Best Wishes,
Dr. Debosmita Paul

Message From Faculty Coordinators



This is the second edition of Markzine -The Annual Magazine of Markos – the Marketing Society of MAC-ECA and I feel extremely proud of how far Markos with its Annual Magazine has extended its reach and intellectual horizons. Markzine is not simply a magazine that provides an account of the year-round activities of this Society. It is also a magazine that connects and directs our attention to ideas and visions that need to be marketed to energize our cognitive world. If that wasn’t enough, Markzine, as its very name suggests, demands openness of mind to envisage the whole world as a reservoir of ideas that can be marketed, branded, and comprehended for further marketing possibilities. I wish to extend my warmest gratitude to the student members of Markos for coming together during this ongoing global crisis and countering its ill-effects to create this platform of intellectual exchanges and great analytical insights. Markos has always been a trailblazer and Markzine epitomizes the grit, determination, and intellectual skill of this society. In times to come, I hope to see Markzine charting a new pathway within this culture of branding, marketing, promoting, and business analytics. I wish them all the very best for their future undertakings and shall be eagerly looking forward to more such platforms. Congratulations Team Markos! Way to go!

Ms. Indrani Das Gupta



Markos – The Marketing society of Maharaja Agrasen College, DU came into being in September 2016. In our 4 years of long existence, we have crossed many milestones and we are very excited to announce the launch of another one – “Markzine”, our E-Magazine.

I have been associated with Markos as Faculty Coordinator since July 2020 and it gives me immense pleasure to be a part of the number one marketing society in the entire DU circuit. Being part of this society has helped me to grow and learn about the latest advancements and disruptions in the world of digital marketing.

We at Markos empower budding marketers through information, seminars, simulation exercises, relationships, and resources that help in enriching their professional development and careers. We have evolved over the years, playing a pioneering role in creating awareness, sharing access to knowledge and ideas through a series of workshops, talks, and other activities.

Awareness is a powerful tool, especially for young students and we are committed to create a network to share, ignite and redefine passion for marketing.

Markos has been a result of the collective effort of the members of the society who mostly remain in the background but are always dedicated and passionate about exploring the world of marketing.

In the recent difficult times of the COVID 19 pandemic, most of the normal ways of operations and businesses were adversely impacted. In these unprecedented times, the Markos team has relentlessly worked to ensure that learning never stops even when everyone is connected virtually. They

have managed to push through these difficult times - truly aligning with their society motto – “Everyone is a marketer, we just give you a push”.

I would like to congratulate all the society members on this big achievement and hope that this E-Magazine supports in furthering their network and knowledge in the marketing world.

Thanking all my colleagues and the society members who have been a part of this splendid journey with Markos from strength to strength throughout.

Ms. Sonam Bhati

Message from President



Creativity could be taken as one of the synonyms of Marketing. Marketing is not limited to just what is given in Kotler Books, it is much more than that. It demands change with the prevailing scenarios, as change is said to be the only constant. We at Markos, analyze the trends and transitions in the industry and try to learn and innovate. Learning here has many faces,

be it through webinars and workshops by industry experts or sessions and events by Markos' own marketers. It helps in developing various skills, be it the technical ones like graphic designing or soft skills like interpersonal communication and presentation skills. You name it!

Being a part of the number one marketing society in the entire DU circuit is something to be proud of but maintaining that position is a huge task. This responsibility was bestowed upon me last year, in the worst of times. I am thankful to the seniors who found me capable enough to handle the same. When everything was shut, between getting used to the online mode and hours of brainstorming, we launched our first-ever Student Internship Programme - MARKSHIP which even inspired all the other societies of the MAC-ECA to cope up with the situation and to give a kick start to their work.

I would like to thank our Principal Sir, ECA Convenor, and the Society Coordinators for always believing in us and guiding us through all our New-Normal ideas. Without their support, what Markos has achieved would not have been possible.

Uncertain times come with some amazing opportunities! I could not have grabbed any of those opportunities if it was not for my team. I was fortunate enough to be backed by great people, who were ready to work round the clock. Late-night meetings, planning, organizing is what I used to do with my core team every now and then. My heartfelt thanks to each member of Markos for all the hard work they have put in so that the society can maintain its position. Being the president of this society has and will always be one of the most important experiences of my life.

Markos is a place filled with great learning opportunities, hardworking members, and some great minds to learn from. It's a whole package!
I am sure the future batches will retain the same traits and keep on adding more to the list with time. I am honored to be the leader of the best team.

Thank you so much.
Suchita Gurjar

Editorial Board

Magazine Committee



Sakshi Das



Nihal Raj

Editors



Aarushi Kapoor



Arjun Khurana



Lalit Yadav



Kanishk Kausik

Members' contribution

#BLOGS

1. HOW TO DEVELOP A MARKETING PLAN.

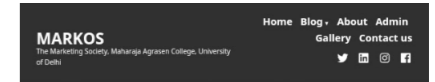
Doesn't marketing require planning or a creative idea is enough? For a business to be successful, it always needs a well-planned marketing strategy. So it's basically how to develop a marketing plan for a product or service from scratch keeping the main objective in mind. Let's know the whole process for creating a Marketing plan through this blog.

2. F FOR FREEBIE MARKETING

Freebie marketing is related to the promotion of higher value products or services (complementary goods) through the sale of low-price products or services (or given away for free). McDonald's, Wal-Mart, Starbucks, Netflix, Reliance Jio are using freebie marketing to boost their sales and improve brand visibility.

3. CONSUMER PSYCHOLOGY

Consumer psychology is defined as the study of 'Why people buy and what they buy?' In the blog, how marketers use their understanding of the psychology of the consumers has been elucidated upon through the use of various tips that help marketers to leave a lasting impact on the minds of potential customers.



How to Develop a Marketing Plan?

Why does a business need a marketing plan?
For a business to be successful, it always needs a well-planned marketing strategy. When you lack a marketing plan, you become directionless as an organization, wasting money on channels that aren't bringing you results, and losing out on potential customers to your competitors. No matter how great your product is - if no one knows about it, it will not be making any sales - there is no point in investing so much time and money into building and creating a business. A marketing plan helps you to find your audience and let them know you exist by promoting the products and services of your business among your target market. It requires proper research, time, and commitment to developing a result-oriented marketing plan, but once made it will greatly contribute to your business success. That's why one needs a marketing plan. Now let's start with crafting out the most suitable marketing plan for your business.

Step 1- Define your Marketing Objectives

Any plan has a goal associated with it for which you define every step to achieve it. It is very important to first sketch out your marketing objectives and goals for which you are going to design a marketing campaign. So that it will help you to make your marketing plan efficient, focused, and fruitful. Marketing objectives for your business should be SMART (specific, measurable, actionable, Relevant, and Time-bound) and it must align with your business's mission.

Author: NIHAL RAJ



F FOR FREEBIE MARKETING.



When we hear or see the word 'free' our interest is to know whether it's a free service, free sample, buy one get one free, free games, free trials for apps, free e-book, free meal, free product, free e-courses or free consultancy. We all like to get something for free. But nothing is free in this world. Everyone knows that freebies are offered to lure customers. This is the freebie marketing strategy which helps increase the sale of goods.

Let's talk about freebie marketing.

It is basically related to the promotion of higher value products or services.

Author: LALIT YADAV



Consumer Psychology

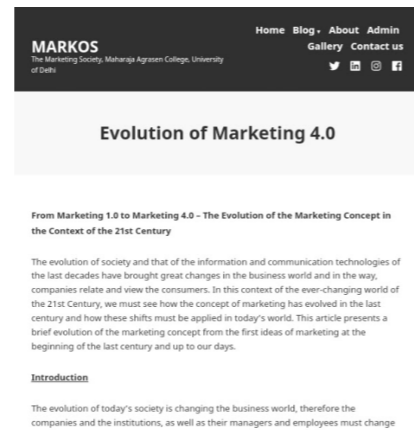
Have you gone out to get your usual packet of chips but been lured by a new brand which attracts you? Then you, my friend, have fallen prey to the ingenious ways in which marketers manipulate you into buying something by studying your behaviour. This study of Consumer Behaviour is what is called Consumer Psychology. Consumer Psychology, in simple terms, can be defined as the study of 'Why people buy what they buy'.



Author: ARJUN KHURANA

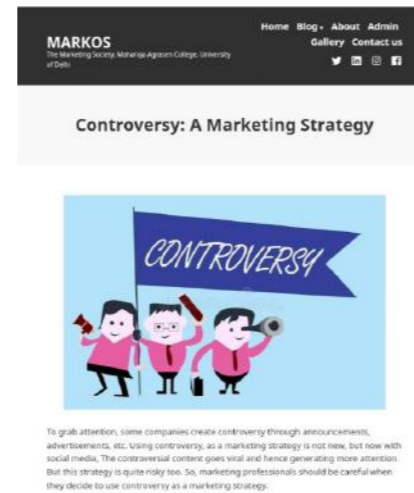
4. Evolution of Marketing 4.0

Marketing 4.0 is a concept created by Philip Kotler. It talks about the ever-changing tendencies and latest developments in the field of marketing. In this blog, we will talk about the Evolution of Marketing 4.0 moving from Traditional to Digital, the interactive approach to communicating with customers.



5. Controversy: A Marketing Strategy

To grab attention, some companies create controversy through announcements, advertisements, etc. Using controversy as a marketing strategy is not new, but now with social media controversial content goes viral and hence generates more attention. But this strategy is quite risky too. So, marketing professionals should be careful when they decide to use controversy as a marketing strategy.



Author:DEEPANSHU BANSAL

6. HYPE MARKETING

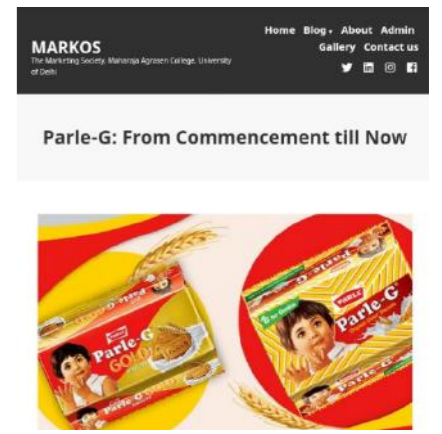
Hype marketing is all about building an audience base even before the product launch. A sense of curiosity is created months before the actual launch. Showing the audience scarcity, exclusivity of product, blogging, teasing the audience and repetitions are important prospects of this marketing. If planned and implemented successfully, it's an effective way to promote a product.



Author:MOHAMAD ARSH RAEEN

7. PARLE-G: FROM COMMENCEMENT TILL NOW

Parle-G, the name reminds us of our childhood. A very common and tasty snack that is enjoyed by everyone from grandfathers to our younger siblings. But only some of us know how it all started and how many advertisements have been done for its establishment. But the company got its success in such a way that people say Parle-G instead of biscuits/Cookie.



Author:CHITRA

8. FAANG

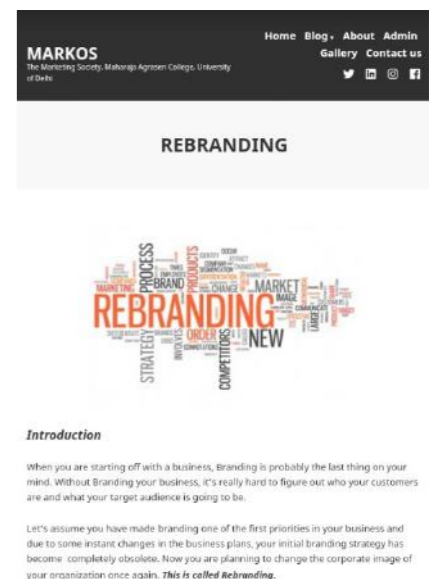
Many of us are aware of the acronym FAANG. It stands for FACEBOOK, AMAZON, APPLE, NETFLIX, and GOOGLE. All these companies have the same country of origin i.e. United States of America (U.S.A.).The focus of these companies is no more to bring technological innovation but rather, is to monetize data, especially in the case of Google, Facebook and Amazon.



Author: JATIN BANSAL

9. REBRANDING

Rebranding is a strategy in marketing that provides a new name, term, design, symbol, concept, or a combination is created for an already existed brand to develop a new, different identity in the minds of customers, competitors, investors, and other stakeholders. Often, this involves radical changes to a brand's logo, name, legal names, etc. You will be aware of the necessity, benefits, and consequences of rebranding after reading this blog.

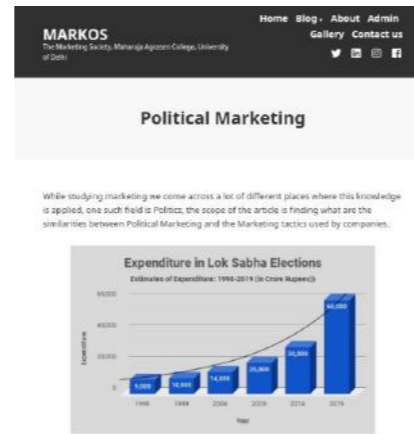


Author:MOHAMMED UBED

10. POLITICAL MARKETING

A common observation for any marketer would be the emergence of marketing as a crucial part of politics. With expenditure on marketing constantly increasing in the Lok Sabha elections, we notice the similarities between the tactics used in Political Marketing and the Marketing tactics used by companies in the modern era

Author: KANISHK KAUSHIK



11. Team Building with Bhagwad Gita

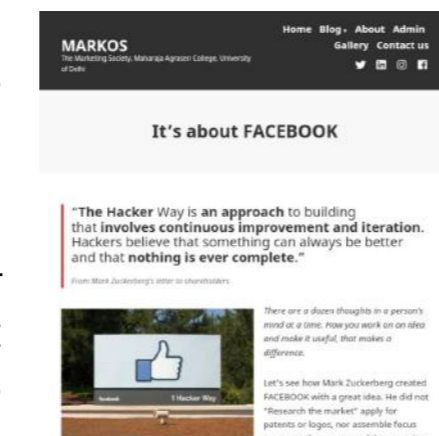
A part of the great epic Mahabharata, a 700-verse narrative of dialogues between Arjuna and Krishna which imparts a great source of wisdom to all in despair. In this spiritual dictionary, as referred to by Mahatma Gandhi, the moral dilemma faced by Arjuna is expounded. The book is the first-ever motivational speech on the planet Earth.

Author: ABBEY THOM SUNIL



12. IT'S ABOUT FACEBOOK

There are a dozen thoughts in a person's mind at a time. How you work on an idea and make it useful makes a difference. FACEBOOK which was initially started with the name FACEMASH is spreading all over the world. And, It allows users to connect with their friends, share pictures and videos online.



Author: MAHAK JAIN

13. NON PROFIT MARKETING

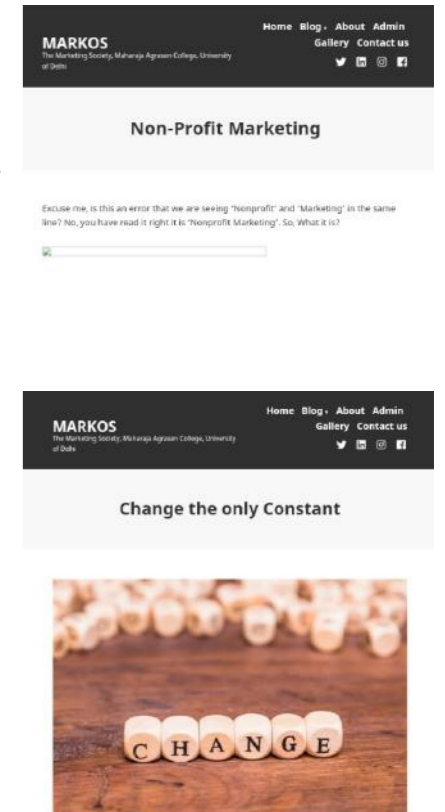
Non-profit marketing is the use of marketing tactics and activities by a non-profit organization to promote the message and

the organization, as well as raise donations and attract volunteers and supporters. Nonprofit marketing can take many forms such as Traditional fundraising, Consumer charity, and Message-focused campaigns. These forms are used for creating awareness,

14. CHANGE IS THE ONLY CONSTANT

Everything has changed from then to now. From a long video reel to a CD, from the barter system to online payments, everything has changed. Especially Marketing has faced many small to big changes by the time and will be facing more changes over time. But everytime, each deviation gives a chance to upgrade. You have to update with it.

Author: ASHISH SHARMA



15. Social Media Marketing: Need of an hour

Social media marketing is one of the most effective and efficient processes of marketing I must say, in the 21st century. As stated in the name itself, it is marketing on various social media platforms; we've got around us, say Facebook, Instagram, Twitter, etc. Playstation is one of the most followed platforms for social media marketing.



Author: AKSHAT JAIN

16. LOGO SIGNIFIES THE BRANDS

Have you thought about any brand/campaign that has never used any logo or symbol? For many of you, the answer will be 'No'. Why are visuals so important for marketing? Well, because it is easy to memorize visuals for a longer period. "Every logo signifies many facts about its brand". It is also an essential way to convey a message to



the customers, through its different elements. This blog includes lots of interesting things like Analyzing Different Elements of a Logo.

17. CONSUMER INSIGHT

Consumer insights help brands to analyze customers and their behavioral trends; look out how consumers talk about products and services in the market. It can reveal a lot about consumers' needs, and what a marketer can implement to improve its product, service, or business.

18. TELEVISION MARKETING

How do you get to know when a new variant or a new product is launched by a company? What keep you up to date with the product line of a company?

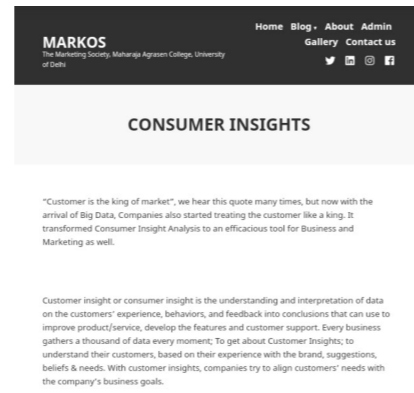
In most cases, Television is the source of all such information which elucidates exactly how important it is as a source of marketing. Despite the recent surge in online viewing platforms, Television and Television marketing can never cease to exist.

19. SaaS MARKETING

SaaS stands for Software as a Service. It gives customers the ability to connect and use their cloud-based software with the help of the Internet. Marketing for SaaS is a well-defined and extending subset of marketing because so many programs we once purchased to install and operate directly on our hard drives are moving to the cloud to be accessed by way of a membership model only.

20. CONTEXTUAL MARKETING

Do you know whenever you see an ad that is based on your interest, you become a part



of the targeted audience of the brand? This process is known as contextual advertising. This keeps track of Customers' journeys & analyses to forecast customers' behavioral patterns & serve them what they want. Want to know more about it? Just read the blog.

21. SCARCITY MARKETING

Scarcity advertising is a marketing strategy that makes customers fear the lack of something based on the psychological policy that what people want is hard to find. Sale, discount, limited stock, last day of deals, etc. are those words which we find first when we go to buy a product. What would we name it? We name it Scarcity Marketing.

22. BINOD

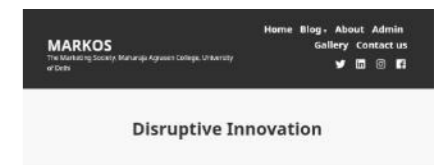
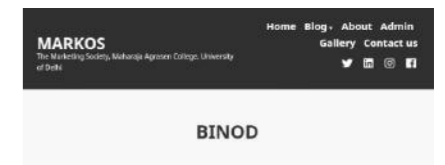
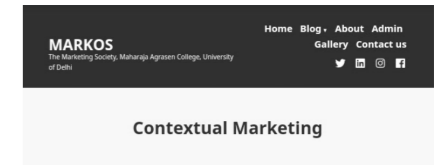
BINOD... Maybe it is frustrating or interesting but the truth is this comment becomes a brand power. How a random YouTube comment becomes a sensation? What is Binod? Who is Binod? If you don't know the scenario behind Binod, just read this blog.

23. DISRUPTIVE INNOVATION

Change is the reality of any business. If you bring change to the market, then you have an advantageous edge over your competitors. So Disruptive innovation refers to innovation/development in any concept, product, and service that either disrupts the existing market dramatically or creates a new market segment quickly. For example KODAK, APPLE.

24. TIME GAME

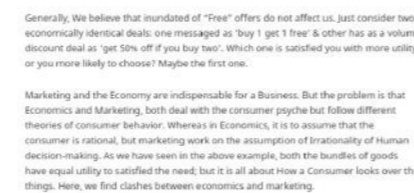
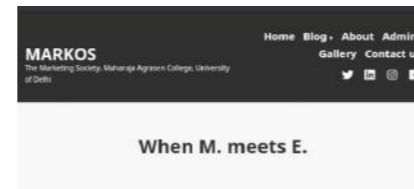
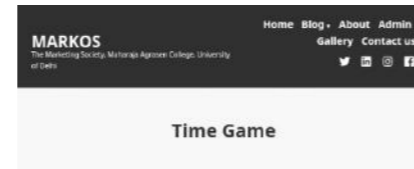
Have you ever thought that when should the marketers execute the plan to get desirable results? Deciding upon the right



time to execute operations is a difficult task, especially for the Service sector businesses. Timely deliveries of services/products, providing redress to the customer, action on their complaints, etc. are key to the success & survival in this competitive edge. Understand with an example of 2 Email Marketing Agencies.

25. WHEN M MEETS E.

“When M Meets E” and becomes ME. What happens when Marketing and Economy meet each other? Marketing and the Economy are indispensable for a Business. But the problem is that Economics and Marketing, both deal with the consumer psyche but follow different theories of consumer behavior. Want to know about ME?



Author: ANKITA GUPTA

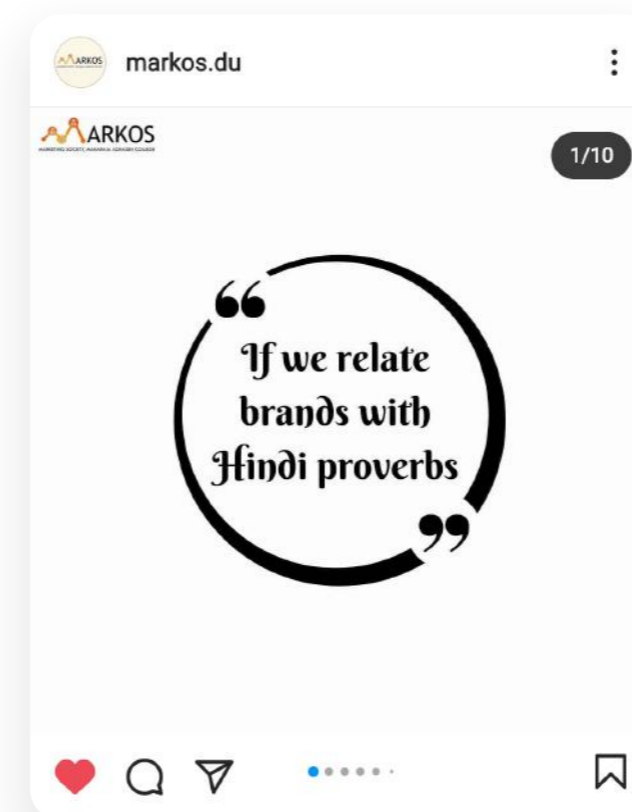
Members' contribution

#markosoriginals



1) Evolution of Logos

A creative initiative was taken by Markos to represent the development of logos of different companies over a period of time. The template showcased how different companies took steps to change their logos to depict their image according to the needs of modernization.



2) If we relate to Hindi Proverbs

Markos related some common Hindi proverbs to companies, comparing either their main use or their market position or even their failures. This was an entertaining way to learn about different companies.



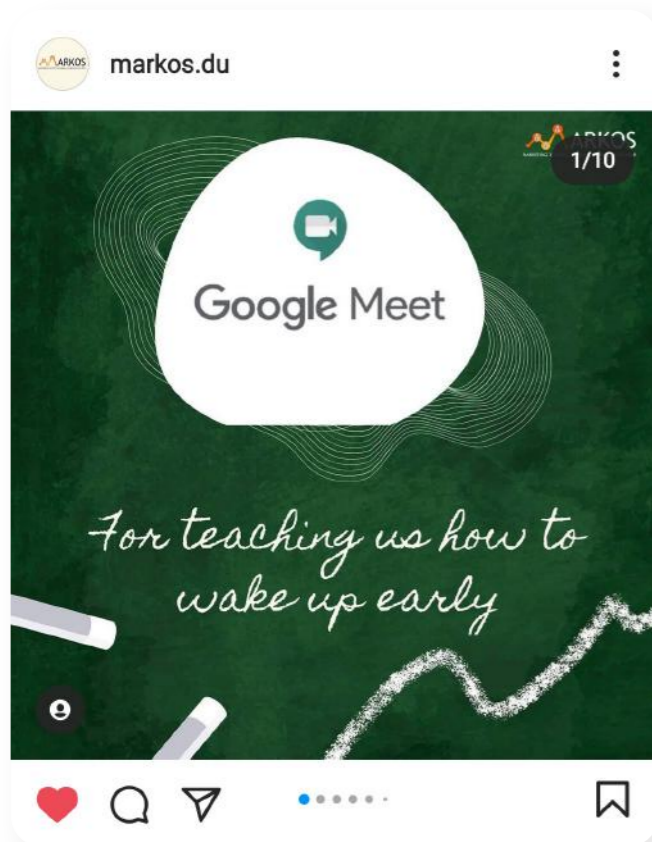
3) Brand Stories

One must have wondered how big brands came into existence as in what is the story behind them? Markos took the initiative to convey the story behind some of the big brands like Samsung, Nivea, Nike, and many others depicting what the name of the brand means and what message it conveys to the market.



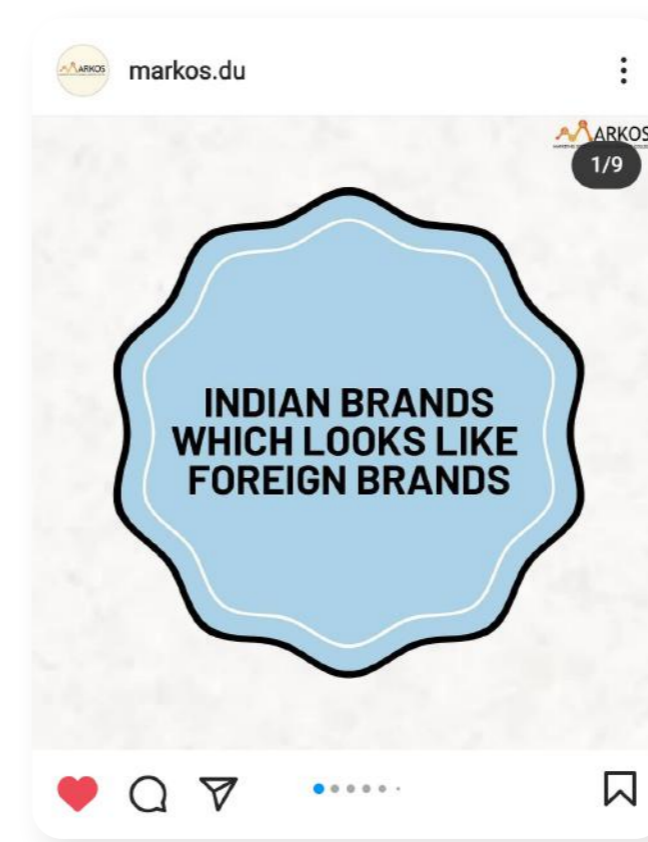
5) Animals in Logos

Everyone has seen a lot of different animals used in different logos. But one thing we never wondered upon/about was what is the meaning behind them? Markos took the initiative to explain the meaning behind a few logos. For example, Fevicol's logo is Magdeburg hemisphere which shows that when fevicol is applied, even elephants cannot pull apart.



4) Teachers' Day

Markos celebrated Teachers' Day with a twist. The society depicted how companies have taught us different things so far, from Google Meet teaching us how to wake up early to Myntra teaching us the classic fashion quotes.



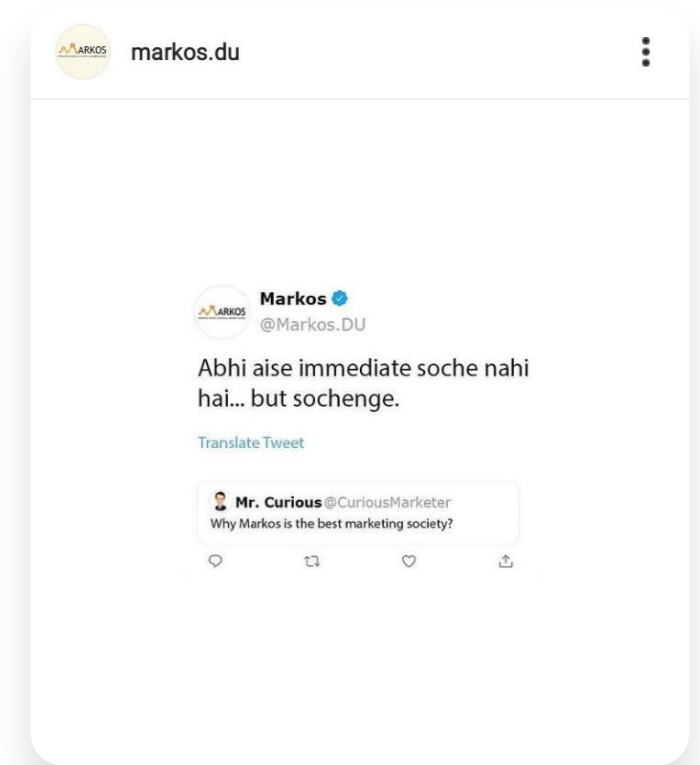
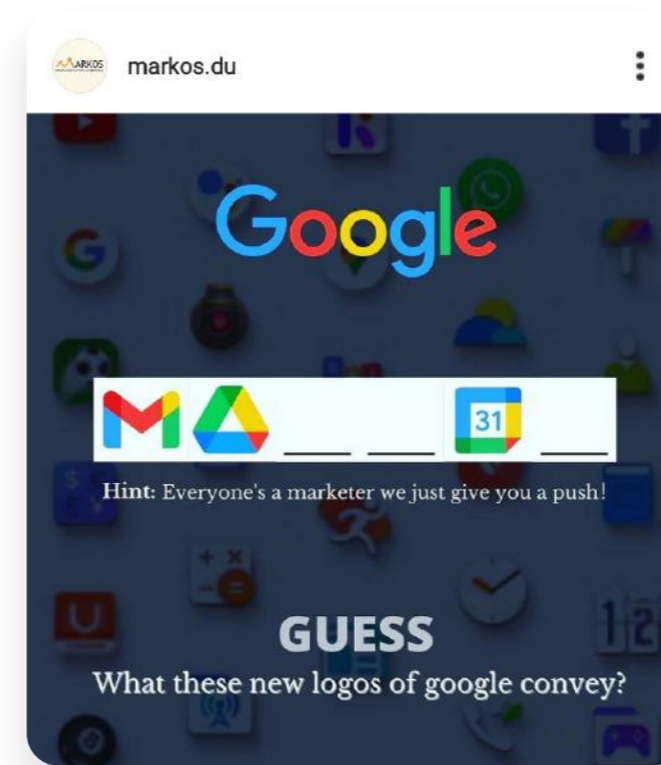
6) Indian Brands which look like Foreign Brands

One might have come across several brands that must have given an impression of being foreign at first but are actually Indian brands. Markos researched some of these brands to educate people on the same.

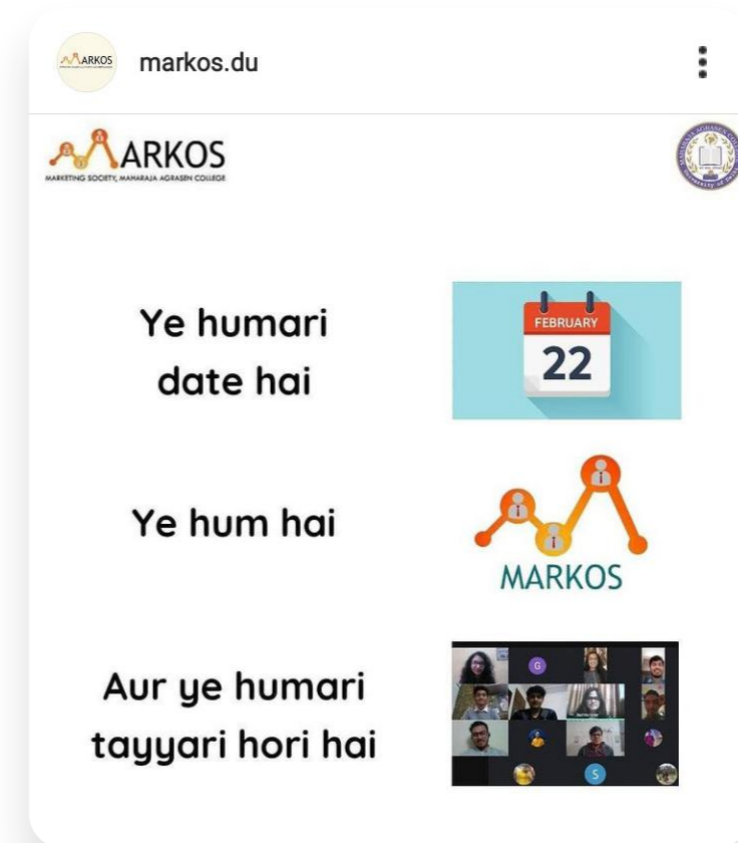


7) Vodafone and Idea merger

With a big merger in the market between the two giants of the telecom industry, Markos made a creative meme saying Vodafone got an Idea, depicting the new Vi brand.



#go with the flow



You're a Brand- Christmas Edition

Amid the yum smell of freshly baked Christmas cookies and the fragrance of scented candles, MARKOS celebrated last Christmas with a fun event which titled Your Name- Your brand. In the game, every marketing enthusiast was allotted a brand and a tagline in accordance with his/her name. The event pointed out the importance of personal branding and helped the students to understand how they can showcase themselves to the world out there.



Markweek

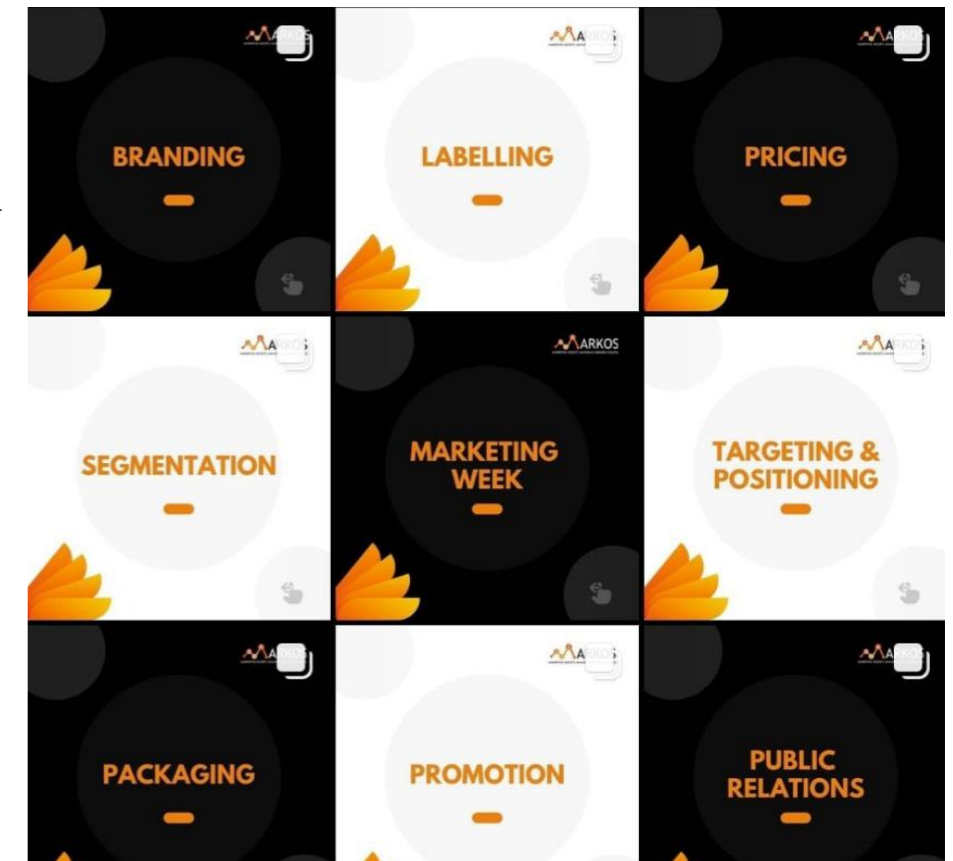
Following our tagline “Everyone is a marketer we just give you a push”, Markos organized a Marketing Week named Mark-Week from 22nd-28th February, where during the entire week we put together fun ways to unleash the marketer within.

We started Day 1 with one of the most important aspects, Public Relations. We discussed what truly is Public Relations and what different roles do PR play. Further elaborating on its applications, we covered a case study on Aashirwaad Aata signifying the importance of PR.

For Day 2, we discussed Promotion. What is promotion and what are the different types of promotional techniques while also emphasizing how the promotional strategies have changed from traditional to modern techniques? We also talked about the different Jingles that companies used as part of their promotional techniques, finishing the topic with a practical example of the “Share a Coke” campaign in Australia in 2011.

On Day 3, we covered Packaging as our main topic and highlighted its meaning, the different types of Packaging, and also emphasized how Packaging is a Silent Salesman. At last, we covered examples of designs that broke the Packaging Convention.

On Day 4, we emphasized Targeting and Positioning. Defining targeting and



what target markets are plus with a real-life example of Organic Protein Bars we discussed major key points of targeting. Coming to Positioning, we talked about its true meaning while also mentioning the three major types of Positioning which are key in positioning the brand to a competitive advantage.

On Day 5, we talked about Segmentation, its application in the real world along with the real practical meaning of Segmentation. To conclude we discussed the different factors to consider while deciding upon Segments and also the major key benefits of Segmentation.

Day 6 was Pricing, being one of the most underestimated factors of the real world. We emphasized its importance while also mentioning the different objectives to be kept in mind while determining the Price. We also highlighted Psychological Pricing in brief.

On the second last day of Mark-Week, we emphasized Labelling. What Labelling is and what are the three different types of Labelling, while also briefing on the importance and functions of Labelling.

On the last day of Mark-Week, Branding was discussed, while taking into account its importance and even included a few tips for small businesses to consider while Branding.

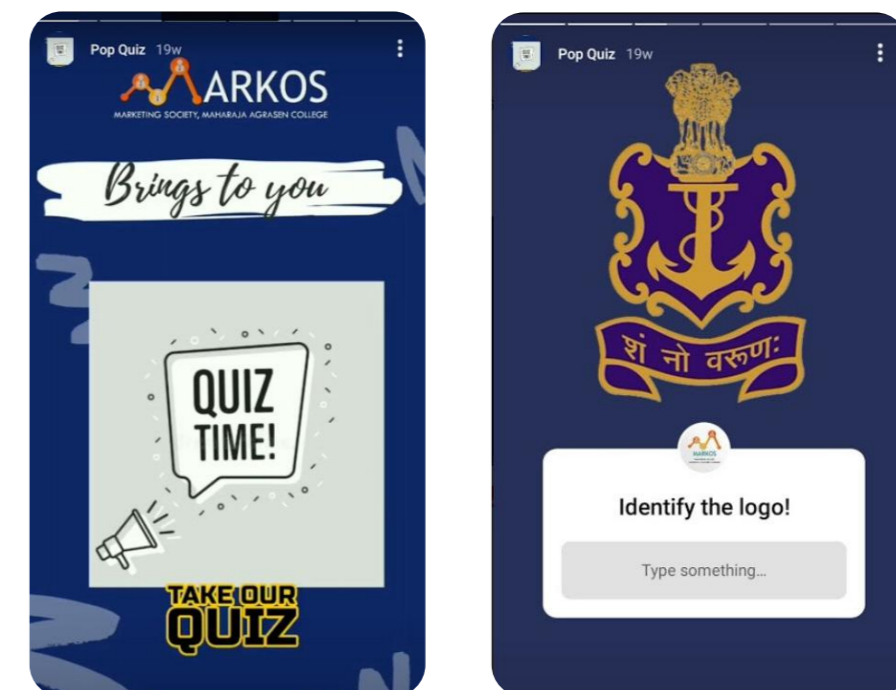
Quizzes organized online

Society Quiz

Every year MARKOS welcomes its freshers with immense zeal and enthusiasm but this year it was a bit different. A bit? Actually, a lot. From conducting the orientation ceremony in the auditorium to conduct it on google meet and zoom, from meeting and greeting freshers in-person to pinning their screens on laptops, the pandemic absolutely changed the idea of social gatherings. But what it couldn't change was the feeling MARKOS has for its new family of freshers. Since MARKOS is all about marketing, it organized a special society quiz for the freshers. The intention behind organizing the quiz was to make the freshers aware of the different societies of the college and of course to promote MARKOS as a brand (Marketing mind). The winner of this quiz was given a direct entry in the final round of the auditions in Markos.

Navy Day Quiz competition

It's mighty, majestic and magnificent. Oh yes, we're talking about India's Pride-Indian Navy. To recognize the achievements and role of the credible and cohesive Indian Navy, 4th December is celebrated as Navy Day every year. And to pay tribute to the Naval forces, MARKOS organized a quiz competition on its Instagram page on the account of Navy Day. The motivation for organizing this quiz was to aware the students of the various achievements of the Indian navy and to generate a feeling of integrity, love and brotherhood among the students.

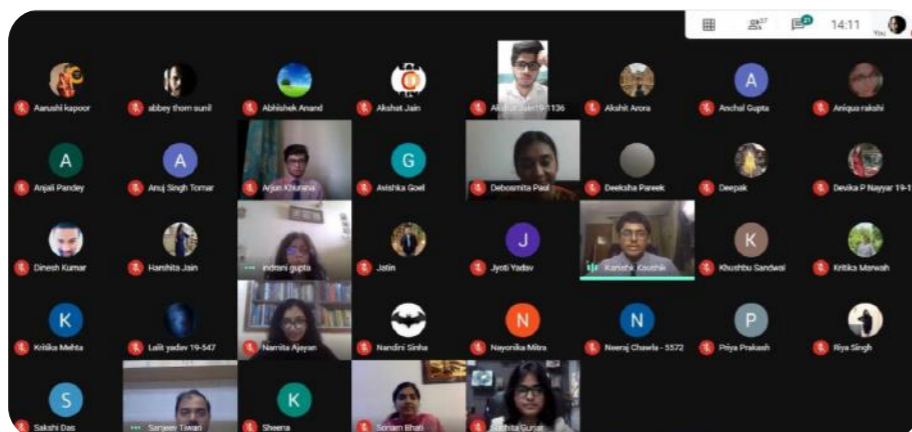


MARKSHIP

The global pandemic was surely one of the biggest problems that mankind has ever faced. But even the pandemic wasn't able to clip the learning wings of MARKOS.

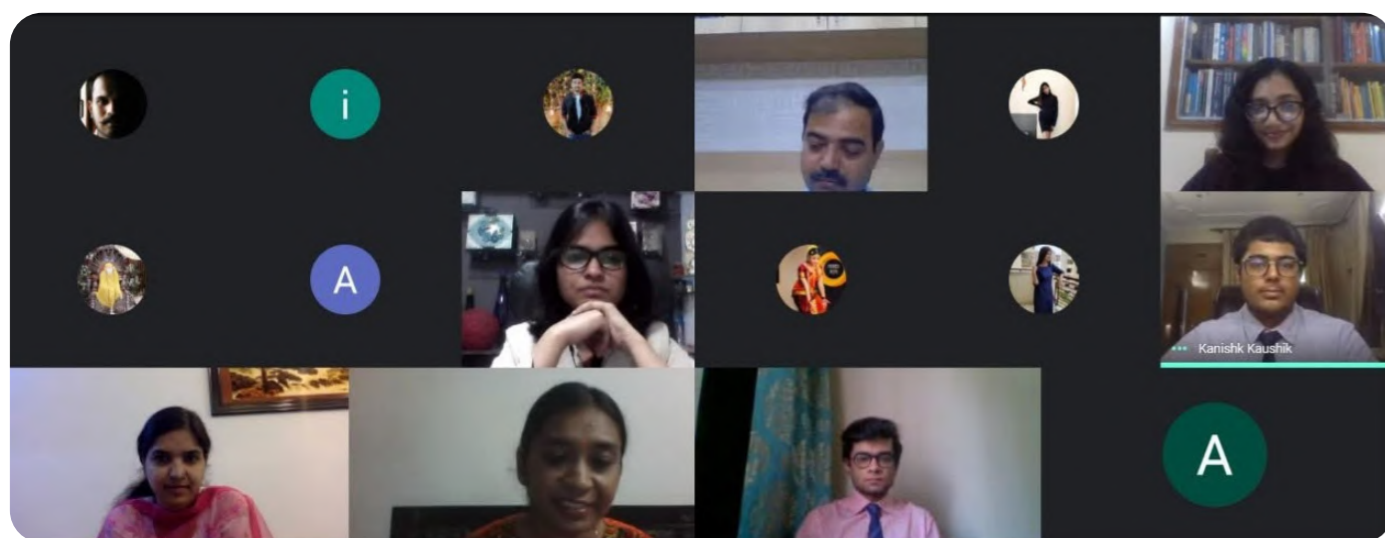
To keep up with the skill enhancement learning, MARKOS organized a student internship program- 'MARKSHIP' from 20th September 2020 to 20th October 2020.

The internship aimed to equip young minds with skills and to impart knowledge about various marketing techniques.



MARKSHIP INDUCTION CEREMONY

The induction ceremony was inaugurated with a warm welcome speech by



our Principal; Dr.Sanjeev Tiwari, ECA convener; Ms. Indrani Das Gupta, and Ms. Sonam Bhati.

FIRST TASK

In the first task, creative writing interns were urged to showcase their creative thinking by writing marketing quotes, and social media interns were asked to design the templates for these quotes.

SESSION 1- STRATEGIC MANAGEMENT, PERSONAL BRANDING & REAL-TIME MARKETING.

This session was taken by Abbey Thom Sunil on 27th Sep 2020. This session aimed to enhance the skill of each intern, as to how they think and present their ideas uniquely before the world.

SESSION 2-BASIC OF CANVA AND PHOTOSHOP

To keep up with the graphic trends is very vital when it comes to marketing. That's why the society organized a session on the basics of Canva and Photoshop which was conducted by Sakshi Das and Nihal Raj on 4th Oct 2020. This session aimed to impart some basic techniques of canva and photoshop which will undoubtedly help the interns in their quest to become a graphic designer. The interns used those techniques while making a poster for the Marketing Bravado 4.0 event.

SESSION 3- ADVERTISING

'Car without tyres is just like Marketing without advertising'. Advertising is the heart of marketing. Kartik Seth conducted a detailed session on advertising for the interns so that they would be able to get the nuances of the advertisement industry.

SESSION 4-CREATIVE WRITING

This session was taken by Namita Ajayan on 11th Oct 2020. It was organized to boost the creativity of interns and also to provide them with some tips and tricks for better writing. The interns used the writing skills while writing marketing blogs for the society.

EXPERIENCE OF INTERNS

The interns shared their great learning experiences with the society members. Markship enabled the interns to find the hidden marketer within them. All the insightful sessions and tasks helped them to understand social media and marketing in a more productive way. The Markship program imparted essential marketing techniques to the interns and made them ready to redefine ingenious marketing attributes.

I had an amazing time here! It's a pleasure to know every person present here. The things I learned through this internship are many and I am extremely grateful to everyone for that!!! The speakers in every session were very well informed about the subject and it was a treat to learn new things from them!

Deeksha

I am sure that all the knowledge and skills gained in the course of this internship have provided invaluable experience and will certainly help me in the future. Thank you for the fascinating internship! I sincerely wish MARKOS(The Marketing Society) further professional success, growth, and prosperity!

I want to thanks to all my seniors

Priyanka Yadav

This was such an amazing experience. You all are so considerate which made the work even more fun. The sessions were amazing and I am sure every one of us took a lot from it. Thank you for making this experience so exciting :)

Priya Prakash

Markos a very vague idea was in my mind initially when I registered but as the things went on it was just a pleasure to be part of this wonderful team

Neeraj Chawla

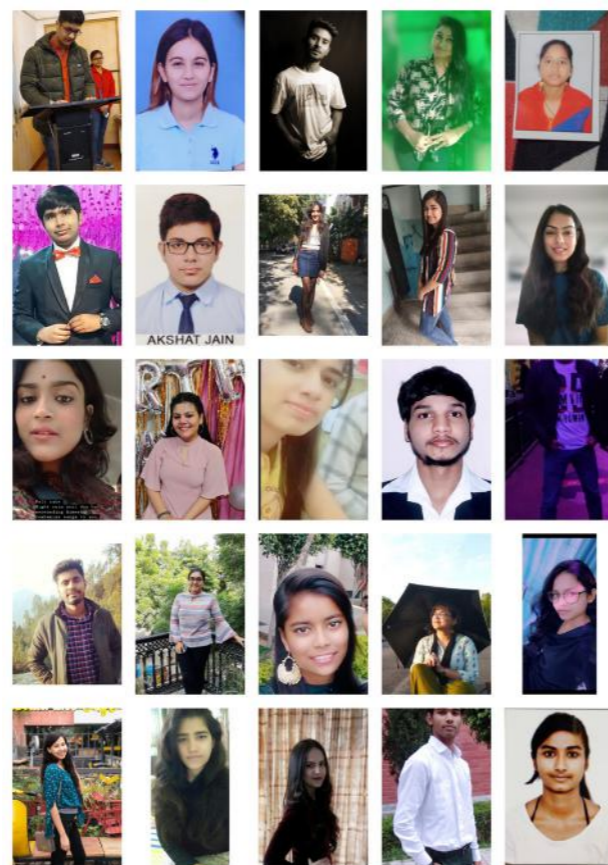
Markos was a great learning experience. All its insightful sessions and tasks helped me to understand social media more productively. I loved graphic designing the most as I had not been into it before. Now, I can dive deeper into it to further my learnings. Besides, you guys also taught me a lot. The way you conducted the sessions and administered the internship was also great teaching to me. Thanks so much for this wonderful opportunity! Kudos to Markos!

Abhishek Anand

It was a great learning experience with you guys. Every topic you picked up, helped me push myself a little more, and explore it. Thank you guys

Kritika Marwaha

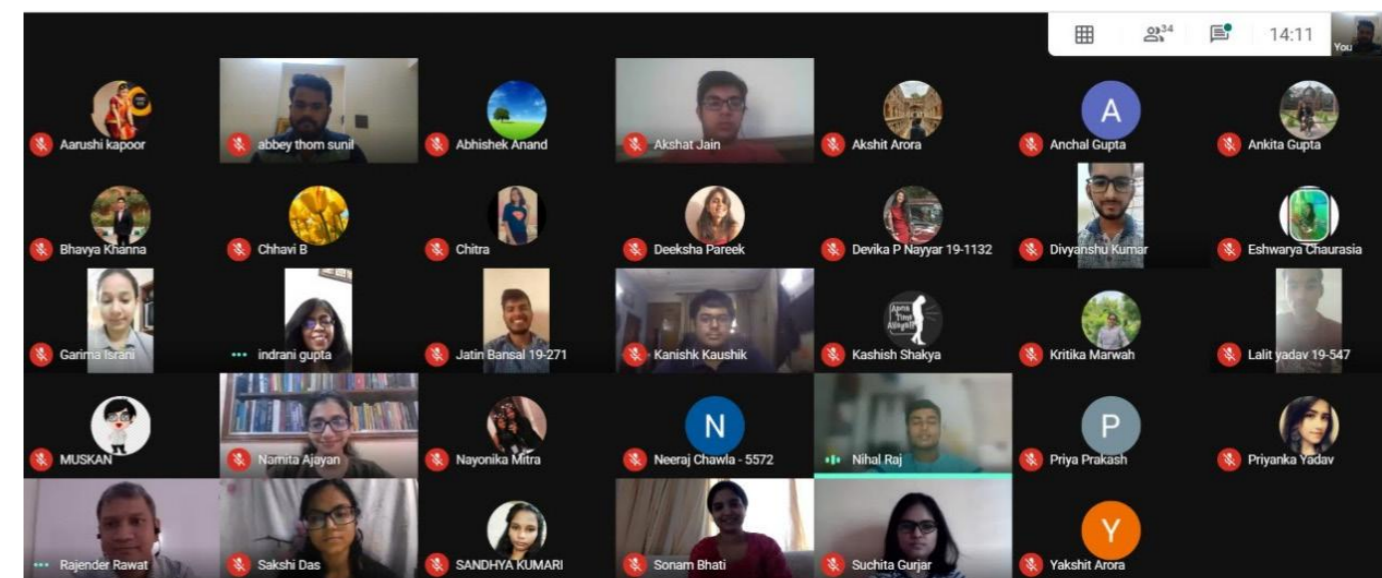
INTERNS



WEBINAR ON DIGITAL MARKETING

On 18th October 2020, Markos organized a Digital Marketing Workshop which was mentored by Mr. Rajender Rawat who is currently working with ITechmart Pvt Ltd as a Digital Marketing Consultant and is also a Mentor for many young Digital Marketing Aspirants.

The workshop started with the importance of Digital Marketing. How tracking customers and collection of data on potential leads have become much more analytical from the old Offline Marketing. We can now track which Ad or Promotion is working the best which was not possible with the billboards. The



workshop moved on with a case study on Neil Patel. How he first started by writing blogs on Digital Marketing for 4 years which helped him set up a brand and also collect data of leads of a particular niche. Moving on, Neil started with his webinars on SEO, named Advance SEO Tips by Neil Patel. This is where he used his exceptional skills in Digital Marketing by using brilliant techniques such as his terms and conditions of his webinar which only attracted more customers and helped him set up a brand of his own. Sir then explained the importance of understanding the hidden USP of products by how many students had an air purifier at home, most of them replied with a no but when he added a simple fact that, we drink 3-4 liters of water a day and for that, we have a water purifier, at the same time we breathe 11,000 liters of air a day and we don't have an air purifier for that, just by adding a hidden USP most of the nos turned into yeses. Adding more to the topic, we understood that how this hidden USP and keywords play a major role in search engine result rankings also called organic results or visibility, and also how a single important keyword can change the sales value by several times.

Then we moved into an in-depth analysis of the steps or parts of Digital Marketing Strategy. The first part was Visibility, which is being easily available and

accessible on web search, this is possible in 3 different ways:

- Organic Way that is SEO (Search Engine Optimisation)
- Paid Way that is SEM (Search Engine Marketing)
- Earned Way that is Facebook Pages or YouTube Channels

After visibility comes Traffic, which can be divided into different sections:

- Relevant, these are the leads on which we will start remarketing
- Most Relevant, these are also called hot leads
- Waste

Different tools can be used to identify traffic into such sections.

Then comes engagement, to understand how to maintain engagement, one needs to realize the type of audience we have, as he explained with an example of Myntra. The first page of the website of Myntra was full of discount information since they realize that their target audience is mostly in for a discount.

Then we moved on to lead generation which was further divided into 2 different categories:

1. Micro
 - Facebook Posts
 - Instagram Posts
 - Twitter Content
 - LinkedIn Posts
2. Macro
 - Paid Campaign
 - Form Fills
 - Pop Up Form Fills
 - Contact Form Fills

Then comes ROI that is Return on Investment, this includes all the data and analytics of all the customers and everything. How many people are currently on the website, their details, what items they are surfing, how many are at the checkout stage and many other lots of information which was not possible with offline marketing.

Now since we have all this data, we can use this to remarket customers, improve our current running campaign into more specific niche leads which will generate better results.

The workshop concluded with the question and answer session where students asked sir different questions relating to the topic.

Events Organised

Ad-Ventor

On 25th October 2020, Markos organized its first-ever Advertisement-based competition, 'Ad-Ventor'. The competition contributed greatly to diversifying the plethora of successful competitions currently being organized by the society.

The competition saw active participation from numerous marketing enthusiasts from High School Students to Undergraduates to even Graduates. The first round comprised of an online quiz in which the participants were asked questions based on Advertisements made by various brands. This round was an elimination round following which the top 10 teams progressed into the second round.

In the second round, the teams were allotted brands and were expected to prepare an advertisement for the same in the form of a video or a presentation within the given time. The participants then had to pitch their brand products to a board of judges. This round saw some very innovative advertisements and the participants tried their best to overcome the shortcomings in the actual products.

Ad-Ventor helped the participants to get knowledge in the area of advertising and the problems in the advertising industry and proved to be a holistic learning experience for the participants.



MARKOMBAT 3.0

Markos- The Marketing society of Maharaja Agrasen College, conducted the third edition of their flagship event-MARKOMBAT with great marketing zeal. The event was conducted on 28th & 29th January 2021 virtually, under the aegis of the cultural council of the college.

The event was divided into two rounds. The first round was the QUIZ ROUND on 28th January, where undergraduate marketing enthusiasts participated in individual and teams zestfully.

This online quiz tested their understanding of marketing. The quiz comprised of questions ranging from various topics, right from marketing campaigns to trending market news and tweets to company's taglines to brand ambassadors to an engaging puzzle of varied brand names, within the time span of 25 minutes. The eight most desirable participants were promoted to the final round.

The final round was SHARK TANK, conducted via zoom on 29th January. This round helped the participants to push their innovating minds to limits. In this round, the participants were allotted industries like Banking, FMCG, Cement etc. The participants were given a problem that was faced by that industry and they were required to solve that problem using innovation and new products. They depicted all of this through the medium of presentation with a minimum of 12 slides. They had to explain their product and the panel asked questions from their presentation.

Finally, two teams were shortlisted. The first prize was bagged by Yakshit Arora and Sahil Aggarwal who were allotted the cement industry and they presented a new type of cement made out of silicon. The second prize was achieved by Anirudh and Nikul, who were allotted the FMCG industry and they presented an artificial intelligence-based FMCG tool.

Despite the challenges of conducting the event virtually under the light of the pandemic, MARKOMBAT 3.0 concluded swimmingly. It was yet an enriching experience that helped many future Marketing enthusiasts in enhancing their innovation and creation.

MARKETING BRAVADO 5.0

Add a pinch of marketing mind in a bowl full of intelligence mixed with creativity. What did you get? It's Marketing Bravado, one of the most awaited marketing events during the fest season of the University of Delhi. 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 participants meet.

Competitions organized under Marketing Bravado 5.0

AVISHKAR

We all know that Necessity is the mother of invention but do you know that innovation flows from invention? The motivation behind this event was to connect innovation with invention and at the same time to evaluate the marketing skills of the participants. It was a two-round event and the preliminary round was all about thinking 'out of the box'. Participants invented a new product with the product line and brand provided to them and came up with various promotional techniques. In the second round, all the shortlisted participants promoted

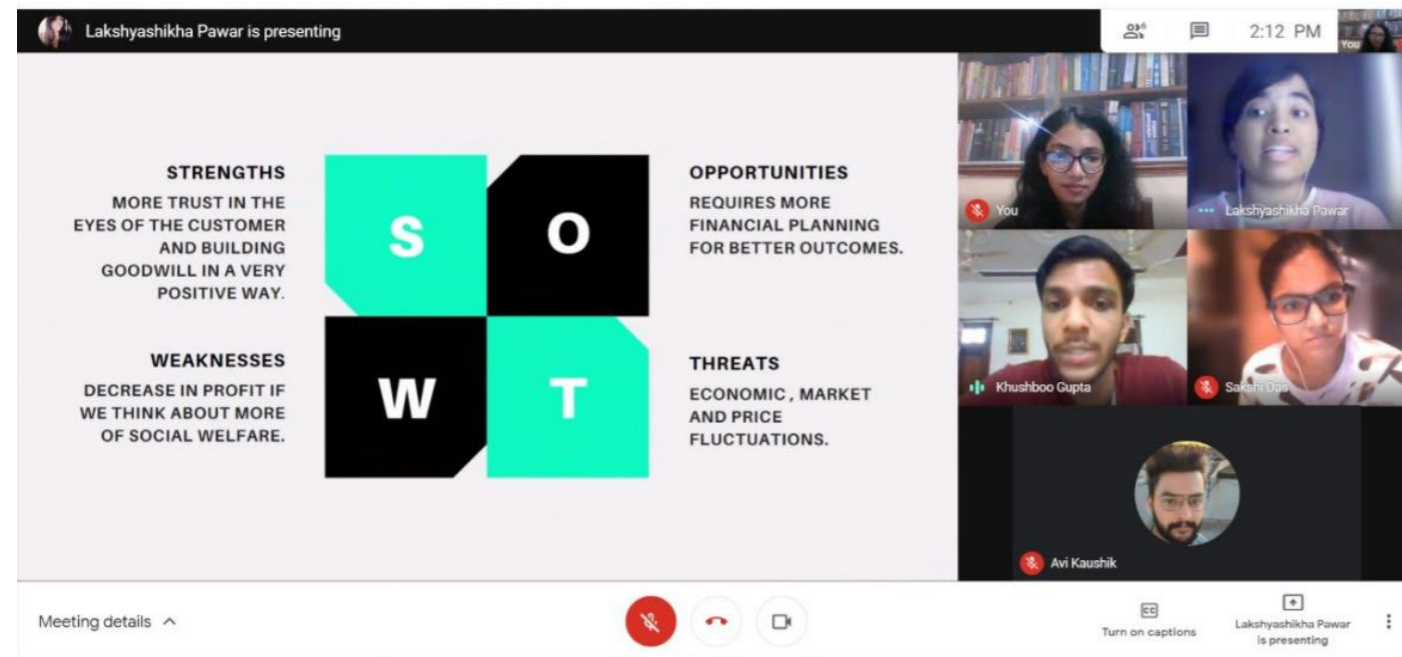
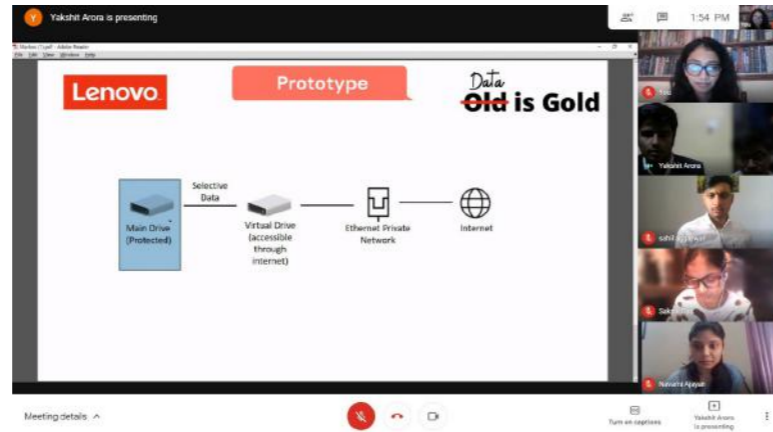


their product via the social media handles of Markos. The event attracted students from various colleges and the feedbacks MARKOS received from the participants were amazing.

LIFE SIZE GAME

Life-size Game is one of the flagship events of Markos. The marketing students of the Delhi University circuit eagerly wait for this event to be organized. The

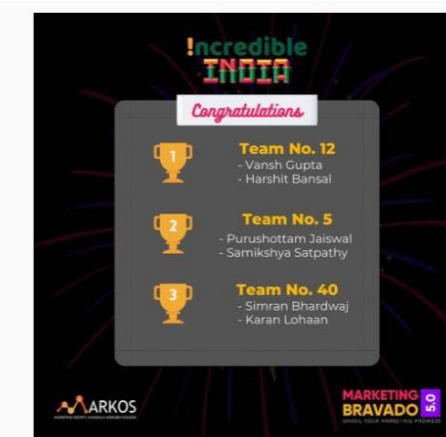
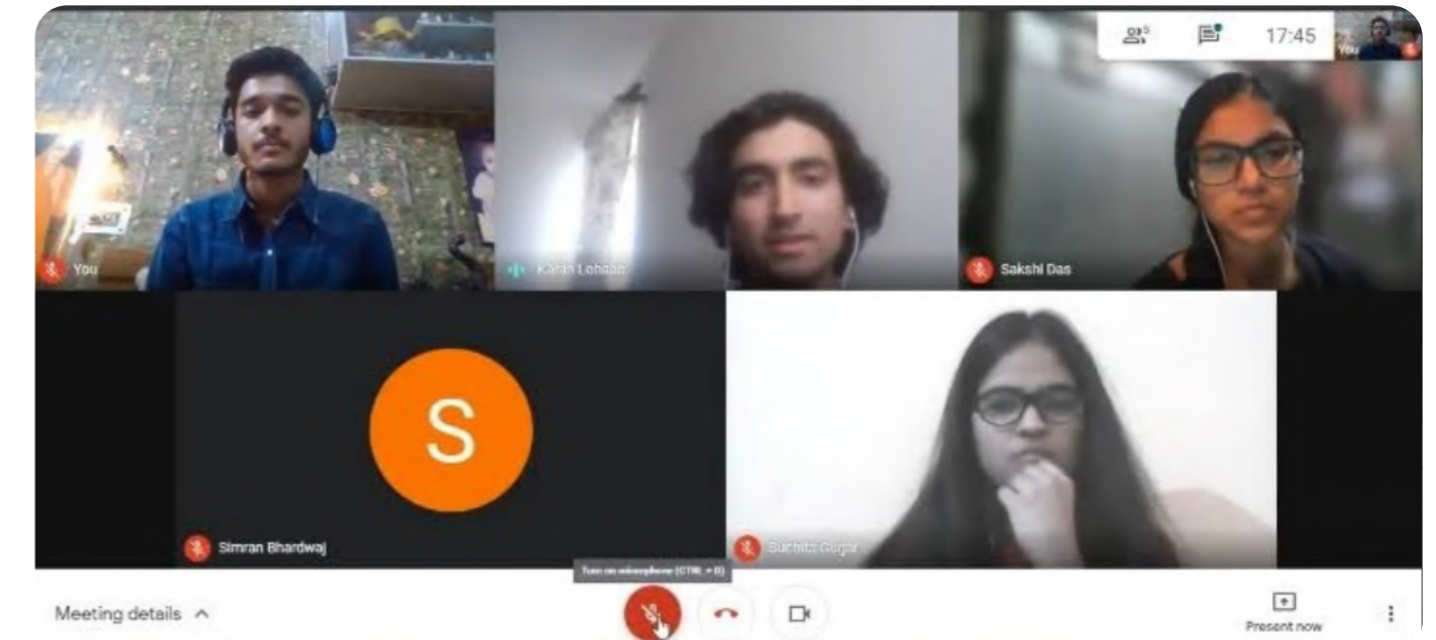
event not only challenges the intellect of the participants but also makes them ready for the real-life situations where a marketer stumbles upon in the corporate world. This year the event took place in two mind-boggling rounds. In the first round, the participants had to tickle their brains to solve some startling riddles. In the subsequent round, participants were given some challenging case studies to solve and they came up with solutions for handling the crisis just like a real manager. The event was highly appreciated by the faculty members of the college and the case studies curated by MARKOS were heartedly admired by all the participants.



INCREDIBLE INDIA

Painted with beautiful colors of cultures and customs, India represents the traditions and society of its every state. Different states tell different stories and a marketer is someone who can weave the stories as per the consumer's need. MARKOS combined the beauty of different states with different marketing strategies to create a unique event for the students. In this event, the participants had to 'Spot a State' by facing some quirky riddles about various states of India. Each solution acted as a passcode to solve the big treasure hunt game. Then in the next round, participants marketed an untouched handicraft of a state and tried to come up with solutions to overcome the problems faced by that handicraft. They were evaluated based on their problem-solving skills, in-

novation, reasoning, and of course creativity. The event proved to be a perfect example of a real-life problem handled by marketers almost every day.



Achievements



Aarushi Kapoor

1st Prize Ad-Mad

organised by Acharya Narendeve College, Delhi University

1st Prize Ad-Mad

organised by Commerce society, Shyam Lal College

2nd Prize Ad-Mad

organised by Swami Shraddhanand College, Delhi University

1st Prize - B-Plan

Competition at Maharaja Agrasen College

2nd Prize- B-Plan

Competition at Acharya Narendeve College, DU



Ankita Gupta

Abbey Thom Sunil

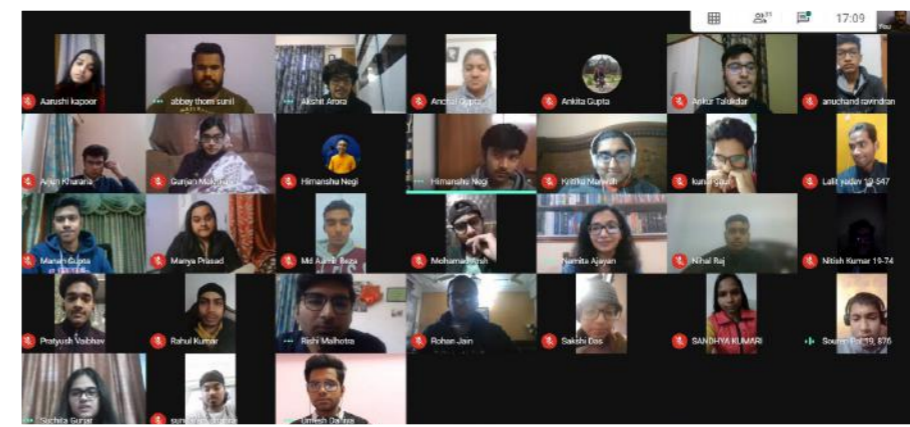
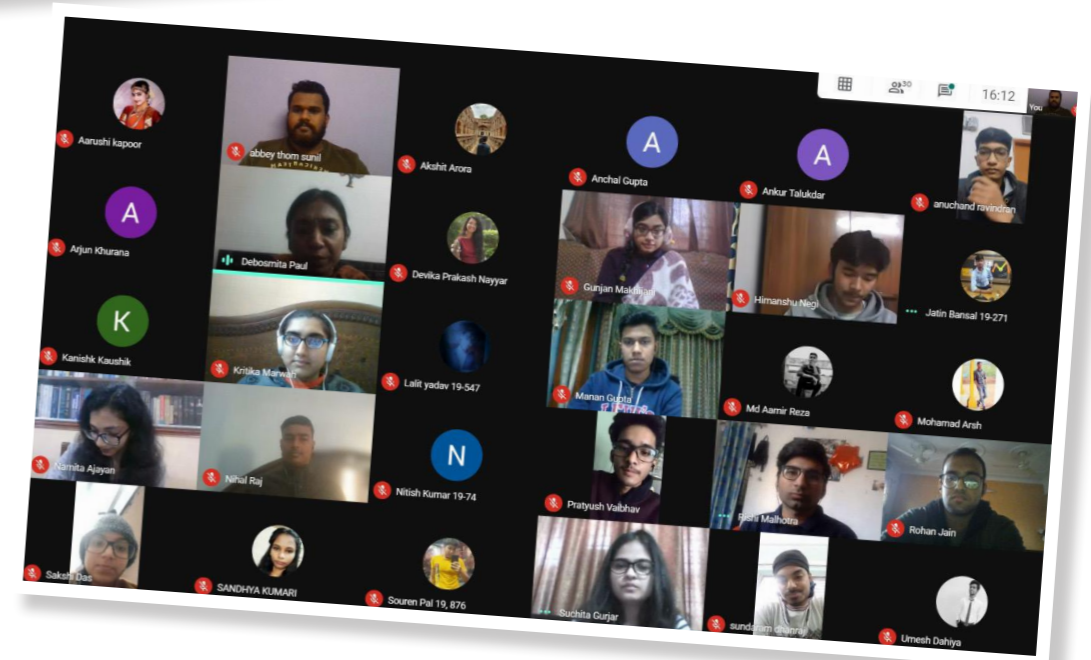
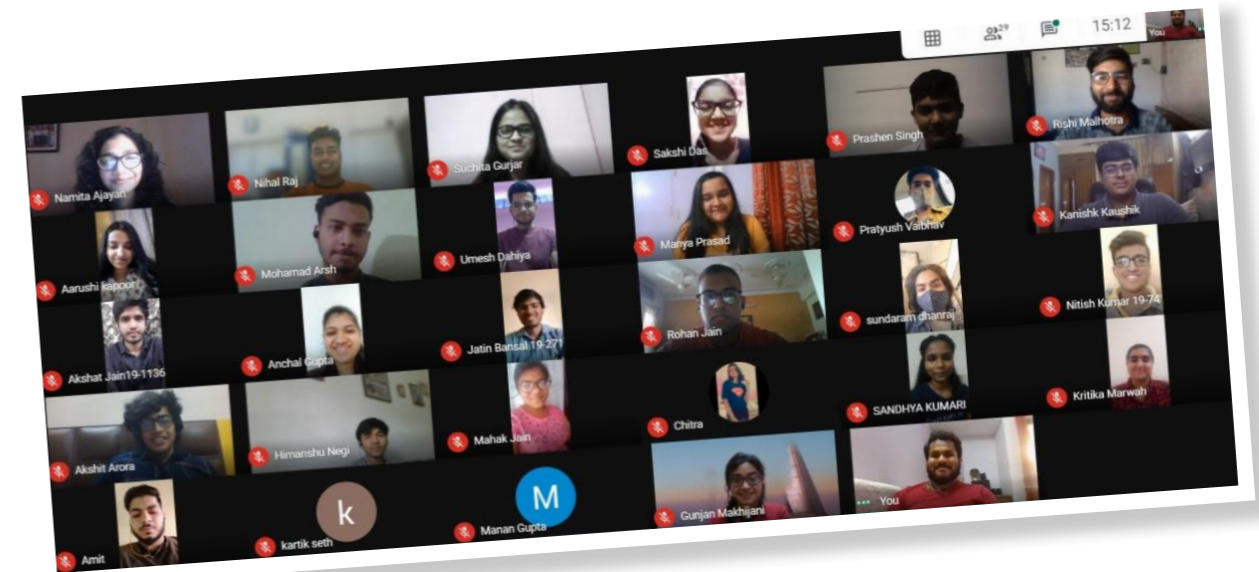


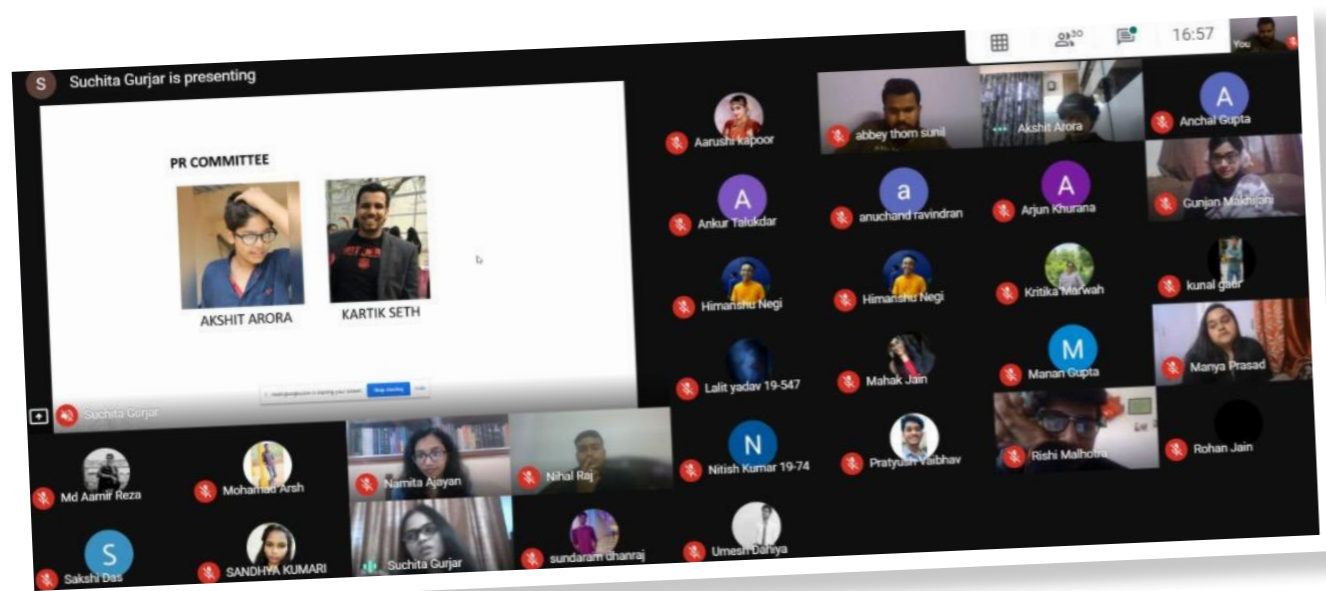
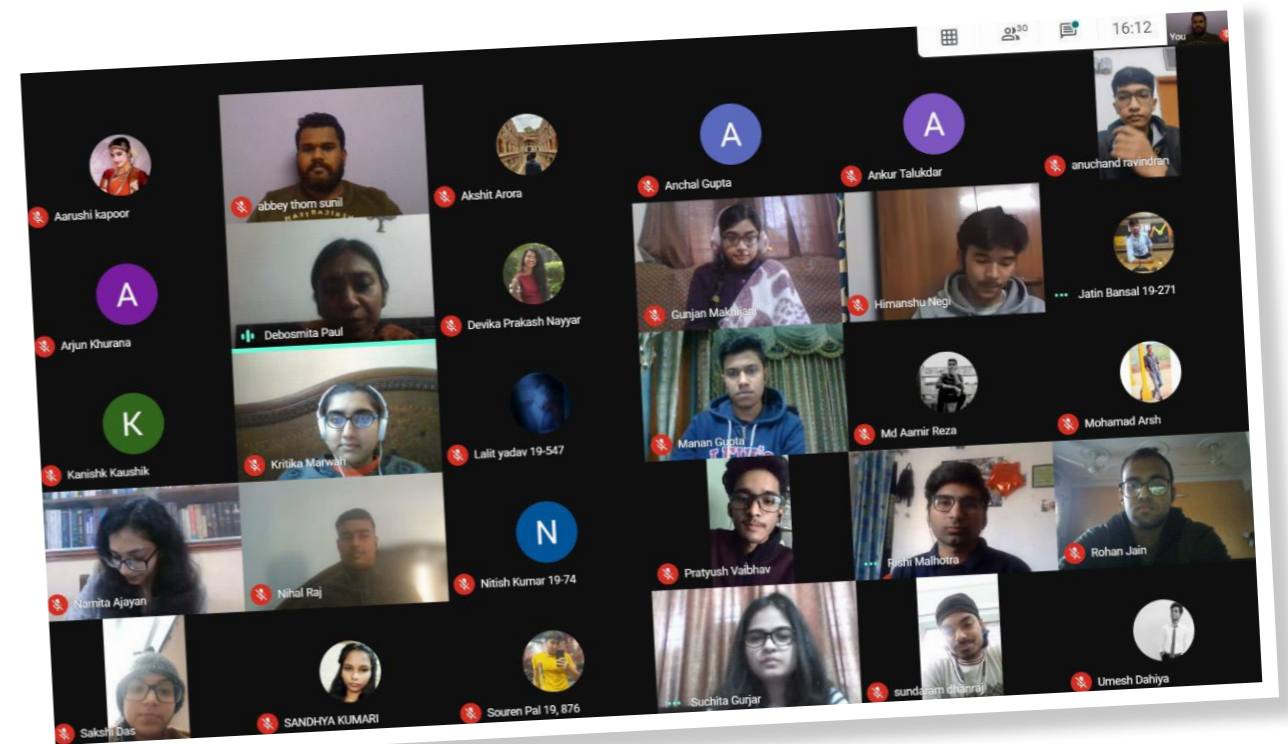
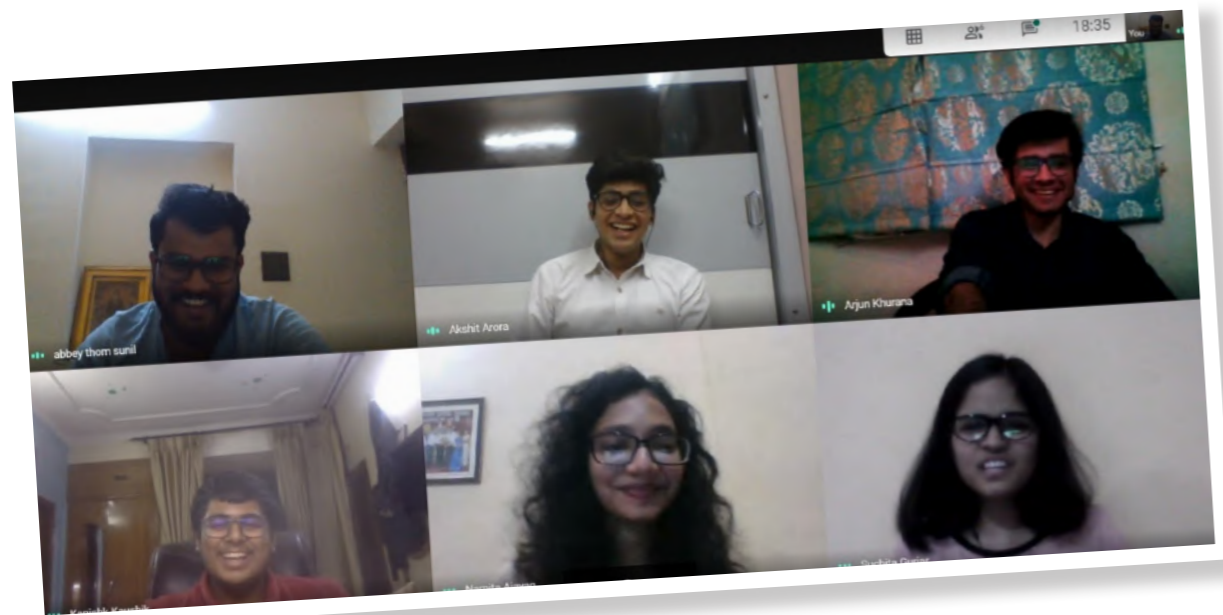
2nd Prize- B-Plan

Competition at Maharaja Agrasen College

Snippets

down the memory lane





Our Markos Team

