



Kernel

Pathway to Excellence



MISSION

To build and sustain an ecosystem where knowledge and Professional skills can be enhanced to reach the excellence in Marketing and other business vertical.



Vision 2020

To be one of the preferred Marketing consultants in the city which advocates the industry and other Marketing supporting activities

Objectives of Marketing Club

- To enable the stakeholder to gain knowledge and insight on Industry.**
- To support stakeholders in gaining experiential learning**
- To foster their skills in marketing and other professional arena**
- To build network with industry to gain updates on contemporary business practices**

Tentative Activity / Event Planner

- Insight on various Marketing concept through activity/exercise**
- Product Launch and Branding – Experiential Marketing**
- Pricing the most Psychological concept – Micro Trading and Bargaining**
- Marketing Campaign include Advertising, PR and other communication tools.**
- Distribution and Logistics – a simulated action game using Role Play**
- Digital Marketing using Google Tools and Social networking sites**
- Brand Activation using Augmented Reality or any other event**
- Event Management – either Food Festival or Crafts mela with industry bodies probably a Mega event**