



**Lloyd Business School, Greater Noida**

**Marketing-O-Mania for PGDM**

**Event Report**

<b>Event Name:</b> Marketing-O-Mania	<b>Event Date:</b> 30 <sup>th</sup> June, 2022
<b>Faculty Co-coordinator:</b> Dr Kritiy Gulati	<b>Event Timings:</b> 2:00 PM
<b>Number of Participants:</b> 75	<b>Venue:</b> Campus 1, Lloyd Business School, Greater Noida
<b>Judges:</b> Dr. Fehmina Khaliq, Prof. Palak Verma	<b>MOC :</b> NA

**Expected Outcome**

1. To acquaint the participants about promotional strategies in marketing through advertisements.
2. To build greater trust, respect & easygoing spirit among their mates.
3. To acquire the help that they require when the need arises.
4. To maintain harmony and impersonality in statements and a cautious tone of communication.

## **Detailed Report:**

The most awaited day for Topliners (Marketing Club) members was full of enthusiasm, coordination and teamwork. MARKETING-O-MANIA was this year's event, during which 3 exciting and knowledge-driven rounds were conducted.

- Round 1:- Memes on non-Marketing products.Round 2:- AD-MAD show
- Round 3:- Brand Addict

The Management students of Lloyd showcased innovative techniques and creative thoughts pertaining to the Marketing field. M.O.M (Marketing - O – Mania) was organized by passionate marketers at Topliner. Competitions like these are vital in motivating students to perform and boosting their confidence and creativity. The event was about crazy memes, advertising creativity and brand love. The entire event was 3 rounds and nicely managed by the club members. Not only the participants but the audience & guests were present with their hearts. The event started with the meme round and gradually moved towards advertising and brand addicts. The best part was that students tried to perform their entire act on the spot and within minimum time. Winners were awarded with exciting gifts & certificates too.

## **Winners of the Event:**

**1st Position-** Team SHINOBI

**2nd Position-** Team Lucario Rangers

**3rd Position-** Team Priceless Brain

**Learning Outcomes:**

1. Developed an appreciation for the importance of creative thinking in marketing by participating in the Memes on Non-Marketing Products Round, where students learned how to think creatively and apply marketing principles to non-marketing products.
2. Gained experience in creating and delivering effective pitches by participating in the AD-MAD show round, developing their persuasion and public speaking skills.
3. Acquired a deeper understanding of brand management by participating in the Brand Addict round, which challenged students to think strategically about brand differentiation, positioning, and messaging.
4. Enhanced teamwork and collaboration skills by working in teams to develop and deliver effective marketing strategies and learning to work effectively with others to achieve common goals.
5. Gained practical experience in marketing by participating in various marketing challenges and developing skills in market analysis, strategy development, and campaign execution, which will help prepare students for future careers in marketing and related fields.

**Report Prepared By**

(Dr. Kriti Gulati)