



## **Mark-It, The Marketing Society of SSCBS**



**2021-22**

### **SOCIETY ACTIVITIES/EVENTS WITH KRA'S AND OUTCOMES**

The vision of Mark-It this year is to see it pacing across the nation and subsequently the globe, being recognized globally as a Student-Run Marketing Organization. We, at Mark-It, aim to leverage the potential of marketing as a field; we want to embrace and strongly carry forward the real world of marketing in the future, to challenge people to move beyond jargon and develop an interest in marketing as a career choice.

#### **ACTIVITIES of 2021-2022**

##### **Excelsior**

Excelsior is a pan India cross-university Management-cum-Marketing conclave, which revolutionizes the way marketing is perceived by students.

**Excelsior'21: The Fervid Fightback**, the first time the fest was held on an online platform, garnered more than 37000 views on D2C and received 450+ registrations from around the country. For this year, our vision is to take the legacy of the competition further and hold the event as an international collaboration with another top B school. We are planning to cross 600 registrations this year. To achieve the same, we aim to start contacting Marketing and Business Societies of top B schools around the world well in advance, giving us enough time to properly execute our plans. Every year Excelsior gains national level outreach, receiving participation from the top universities in the country like St. Xavier's, Kolkata, NMIMS, Mumbai and Christ University, Bangalore to name a few. International collaboration would take this one step further and prove to be highly beneficial for putting our college's name on a global stage.



### 3) Mark & Tonic

It is the SMM division of Mark-It, a platform for us to express our potential as designers, marketers, and digital content creators. We aim to challenge the preconceived notions about the abilities of a "College Society" and break the metaphorical "glass ceiling", whilst simultaneously not letting go of our roots and where we come from.

### 4) DU JAT FAQs Whatsapp Group

The main objective of these groups is to clear all doubts pertaining to DU-JAT, more specifically SSCBS, covering all doubts and queries ranging from (but not just limited to) subject-specific preparation tricks, sources for current affairs, and how to plan and prepare for the entrance. We also contacted 50+ schools all over India, using our personal contacts to get maximum participation and engagement.

## 5) Mark-It Ambassador Program

Annually, Mark-It conducts the Mark-It Ambassador Program (M.A.P.), in which it recruits ambassadors from all around the University of Delhi, and abroad. There are more than 70 institutions covered, with over 1000 registrations, from which approximately 100-150 ambassadors are chosen to represent Mark-It and SSCBS in their respective colleges. There are several reasons for creating an ambassador programme.

A) Knowledge Sharing Actions

B) Promotion of SSCBS and activities undertaken by Mark-It

**MARK-IT**  
THE MARKETING SOCIETY  
SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES

**MAP YOUR WAY TO SUCCESS**

**CONTACT AT**  
DRISHTI 8860407472  
KARAN 9643660100

**INTERNSHIPS**

**LETTER OF RECOMMENDATION**

**LIVE PROJECT**

**APPLY NOW**  
[bit.ly/mapsscbs](https://bit.ly/mapsscbs)

**M.A.P**  
MARK-IT AMBASSADOR PROGRAM

## 6) Live Projects

Mark-It successfully completed 4 live projects for:

- a) Schbang
- b) BlackCab Creative Agency
- c) Neos Angels Network
- d) Lemonbowl