



Mark-It, The Marketing Society of SSCBS



2022-23

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 2022-2023

1) DU JAT FAQ'S Whatsapp Group

Every year, Mark-It undertakes to create DU JAT FAQs groups on Whatsapp and the main objective of this group 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, 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.

2) Excelsior

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

Excelsior'22: Dorm of Wits, 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 colleges in the country which includes most of Delhi University. International collaboration would take this one step further and prove to be highly beneficial for putting our college's name on a global stage.

The banner features the following elements:

- Top Left:** TITLE SPONSOR **TCI** LEADERS IN LOGISTICS
- Top Center:** **MARKIT** SSCBS logo with a stylized blue and green fish-like graphic.
- Top Right:** POWERED BY **Dare2** Compete
- Center:** **EXCELSIOR** 2022 THE DORM OF WITS **25 - 26 APRIL**
- Competition Categories:** BEST MANAGER, CORPORATE STRATEGY, HR-PR, MARKETERS
- Prize:** **Rs. 1,00,000 CASH PRIZE** (with a trophy icon)
- Registration:** REGISTER NOW ON D2C **bit.ly/Excelsior22**
- Deadline:** **11:59 PM 21 APR 2022 REGISTER BEFORE** (with a calendar icon)
- Contact:** JASMANNAT- + 91 98188 57099 | MANVI- +91 97172 73792

3) Mini Event and Collaborations

We conducted 2 mini-events, as mentioned in the document later on.

4) Social Media Collaborations

We collaborated with social media pages like Blue Leaves Community, DU Assassins and DU Beat to name a few that advertise and promote the work of different societies in the DU circuit. This helped in promoting our events on a wider level bringing in increased traction for our work.

5) Knowledge Sharing Sessions and Webinars

We, at Mark-It, believe that knowledge increases when it's shared with others. With that in mind, we conducted many knowledge sharing sessions and some of the topics covered were:

- 1) **Canva:** This is the primary software used for most of the designing work published on the social media pages, and therefore comes in clutch throughout the year.
- 2) **Marketing:** The scope of marketing as a field was taken up to explore what lies beyond the college humdrum. Several new findings and discourses took place to discover the true potential held by the same.
- 3) **Slide Design:** This was taken up to communicate exactly how information should be presented in a readable, comprehensible, interest-grabbing, and beautiful manner through presentation development. This is an integral part of how proceedings take place and effective discussions can therefore follow if crystal clear information is presented as such.

To answer some of the burning questions on **Cryptocurrency**, we also held a webinar on the same by Mark-It Alum, Mr Bhavya Narula. **Under the IQAC and IIC-SSCBS initiative**, we also held a session on **Intellectual Property Rights** by Mr Nivesh Sharma, Managing Partner, Prudens Globus Legal Solution. This tradition of knowledge sharing sessions and webinars to upskill and increase the knowledge of our members is something we wish to continue in the future as well.

The poster is a white rectangular graphic with a light blue and orange gradient at the bottom. It contains the following text and elements:

- Logos:** University of Delhi (top left), MARKIT SSCBS (top center), and Institution's Innovation Council (top right).
- Text:** "An IQAC and IIC-SSCBS initiative", "Speaker Session on", "INTELLECTUAL PROPERTY RIGHTS" (in large bold letters), "Date - 29th January", "Time - 4pm", "Mode - Google Meet".
- Image:** A circular portrait of Mr. Nivesh Sharma, a man with a beard wearing a white shirt and tie.
- Caption:** "Mr. Nivesh Sharma", "Managing Partner", "Prudens Globus Legal Solution", "Alumnus, National Law University, Delhi." (in a light orange box).
- Link:** "bit.ly/SessionIPR" (in a light orange rounded rectangle).

6) Live Projects

Similar to previous years, Mark-It looks forward to onboarding live projects which provide an enriching learning experience to all our members. We conducted three live projects for our members this year that allowed them to expand their talents by giving innovative solutions to firms such as Voilaexperts, Myways and Finomenon. Voila.expert is a tech-enabled expert network platform connecting startups/SMBs with vetted consultants on-demand across all business categories. MyWays is an Artificial Intelligence and Psychometrics empowered Personalized Career Growth Platform for students. Finomenon is the Mecca of Finance at NMIMS and has evolved as a platform for building long-standing and mutually beneficial relationships between corporate and the student community.

EVENTS

- 1) **EXCELSIOR:** Excelsior is a pan-India cross-university Management-cum-Marketing conclave, which revolutionizes the way marketing is perceived by students. Excelsior'22: Dorm of Wits, garnered more than 37,000 views on D2C and received 450+ registrations from around the country. We received sponsorship from the Transport Corporation of India, India's leading

integrated multimodal logistics and supply chain solutions provider along with Techfynder, an AI-based technology platform. The event was attended by the leading colleges of Delhi University, along with colleges from all over the country. The power-packed two-day event received exultant approbation from all participants, who termed it 'hectic and challenging while simultaneously exciting.' Around 200 students made it to the final round only after clearing a preliminary round held both online and offline to motivate participation. The shift from a screen-based competition was also observed, and all necessary precautions were taken before commencing the events.

2) MINI EVENTS AND COLLABORATIONS:

In our collaboration with Mad Over Donuts, we went on a journey of discovery looking for creative graphic designers with **Pride Canvas**, a graphic designing contest to celebrate Pride Month. The reach of the collaboration was more than 28,000 on Instagram and D2C.



We also undertook **Patriot Quest**, an Independence Day inspired quiz under the Azadi Ka Amrit Mahotsav Initiative to celebrate the 75th year of Indian Independence. More than 600 registrations and the participation of 120+ people were witnessed.



FUTURE PLANS

1) Mark-It Insights:

An effort to display accrued knowledge of marketing to peers through interesting blogs. This informative series takes the society beyond the ambit of social media dependence and gives it the power to not only publish content but inform and influence the public at large about the various marketing tactics, strategies, and stories used by conglomerates and organisations. It seeks to spread awareness about the same, which would have a two-fold effect. The blogs would be discussed at length before they're put into the world, which would encourage healthy discourse among the members here at Mark-It. The blogs once released, would help fulfil the purpose that is the metamorphosis of Mark-it as a society with a famous social media page to a more serious and grounded investment of interest in marketing as a field in itself. Blogging would also inculcate writing, researching and formatting skills among the team.

2) Expansion

Mark-It has been the first-ever society at Shaheed Sukhdev College of Business Studies to open its chapter outside the college. We are currently in talks with some of the most prominent colleges of the DU Circuit like Ramjas and Lady Shri Ram College of Commerce for expanding and opening new Mark-It Chapters.

3) Excelsior

For the next 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 colleges in the country which includes most of Delhi University. International collaboration would take this one step further and prove to be highly beneficial for putting our college's name on a global stage.

4) Mini Event and Collaborations

We wish to continue the tradition of having a competition/mini-event collaboration for a social cause every year to increase awareness about the causes. These events in collaboration with different companies would also lead to the promotion of our college and the different activities it undertakes.

5) Mark & Tonic

Mark & Tonic is an initiative by Mark-It and serves as 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. Through Mark & Tonic, we wish to create brand campaigns for companies on our social media and also use this as a medium to rope in these companies for live project opportunities with the society.

6) Mark-It Ambassador Program

Every year, Mark-It undertakes the Mark-It Ambassador Program (M.A.P.) where it recruits ambassadors from all across the University of Delhi, and abroad. There are 70+ colleges covered, a pool of more than 1000 registrations, out of which close to 100-150 ambassadors are selected to represent Mark-It and SSCBS in their colleges.

The motive for having an ambassador program is multifold-

- A) Promotion of SSCBS and activities that Mark-It undertakes
- B) Knowledge Sharing Activities

7) Social Media Collaborations

We wish to collaborate with social media pages like Blue Leaves Community, DU Assassins and DU Beat to name a few that advertise and promote the work of different societies in the DU circuit. This would certainly help in promoting our events on a wider level bringing in increased traction for our work.

8) Expansion Across the DU Circuit

Mark-It has been the first-ever society at CBS to open its chapter outside the college. We are currently in talks with some of the most prominent colleges of the DU Circuit like Ramjas and Lady Shri Ram College of Commerce for expanding and opening new Mark-It Chapters.

9) Knowledge Sharing Sessions and Webinars

We, at Mark-It, believe that knowledge increases when it's shared with others. This tradition of knowledge sharing sessions and webinars to upskill and increase the knowledge of our members is something we wish to continue in the future as well.

10) Live Projects

Similar to previous years, Mark-It looks forward to onboarding live projects which provide an enriching learning experience to all our members.

WHAT MAKES US DIFFERENT

A college with an abundance of finance tips and stock market lingo casually used in conversations, Mark-it provides a breath of fresh air to students willing to try something new. With finance societies mushrooming every year, we stand out, primarily because of the approach of our work. With a witty social media page and a channel to express creativity, we hone skills that no other society aims to: thinking outside the box.

With Excelsior and small initiatives here and there, marketing is catapulted into the public eye, away from the ever permanent spotlight given to the same old normals. This is not only an opportunity for young recruits to look at the world in a newer way but also gives them the corporate exposure that SSCBS students so require. With feet in both boats, we provide the best of both worlds. From corporate lingo to marketing terms to puns, there is a space for all minds in this society.

It's not only the vision and the perspective that makes the society but also the way in which it operates. There is transparent communication with all ideas welcome. There are knowledge sharing sessions to enhance said ideas into executable forms. With live projects expecting a spectrum of

deliverables covering all aspects of management, the society does not restrict itself by narrowing its scope only to marketing, but everything else under the sun.

The ways of communicating information to the outside world require one to be able to grasp attention. Through witty one-liners or deep hits, we deliver information in a way no other society does. The recruitment process brings out only the cream among the cream, with unique questions that force them to reconsider old perspectives and bring about new thoughts, which is nothing but the responsibility that marketing heads hold.

With new ideas coming every other day in this society, it is always onto something new. It is reflected through the new initiatives the society plans to take soon enough.