

Introduction

MarkArena, the marketing society of Sri Aurobindo College, has had a highly productive year, filled with diverse and impactful events. These initiatives were designed to provide our members with valuable insights, practical skills, and opportunities for professional growth in the field of marketing. Below is a detailed report of the events conducted over the past year.

1. Seminar on Digital Marketing 101

Speaker: Mr. Aakash Gogri

Overview:

This seminar introduced our members to the fundamentals of digital marketing. Mr. Aakash Gogri shared his expertise on essential digital marketing strategies, tools, and best practices, providing students with a strong foundation to explore further in this dynamic field.

Outcome:

1. Over 100 attendees gained practical knowledge of digital marketing.
2. Positive feedback highlighted the seminar's clarity and relevance.

2. Workshop: "Unlock Digital Marketing Skills"

Collaboration: Indian Institute of Digital Education (I.I.D.E)

Overview:

In collaboration with I.I.D.E., we conducted a hands-on workshop focused on developing essential digital marketing skills. The workshop covered topics such as social media marketing, SEO, content creation, and analytics.

Outcome:

1. Enhanced technical skills of 80+ participants.
2. Increased interest in advanced digital marketing courses.

3. Webinar: "Changing Paradigms of Marketing"

Speaker: Mrs. Aradhika Mehta (Marketing Leader at Aditya Birla Fashion and Retail)

Overview:

This webinar addressed the evolving trends in marketing, emphasizing the impact of digital transformation and consumer behavior shifts. Mrs. Aradhika Mehta provided valuable insights from her extensive industry experience.

Outcome:

1. Attended by 120 students and faculty members.
2. Encouraged participants to explore new-age marketing strategies.

4. LinkedIn Mastery Webinar

Speaker: Miss Riya Gadhwal (Guest Speaker at IIT, IIM, DU MUN)

Overview:

This webinar focused on mastering LinkedIn as a powerful tool for personal branding and professional networking. Miss Riya Gadhwal shared tips on optimizing LinkedIn profiles, creating engaging content, and building a strong professional network.

Outcome:

1. Improved LinkedIn profiles for 70+ participants.
2. Participants reported increased LinkedIn engagement and connections.

5. Marketing Mystery Podcast

Episode 1:

Guest: Dr. Varda Sardana (Assistant Professor, Jaipuria Institute of Management, TEDx Speaker)

Episode 2:

Guests: Mr. Pratyush Singh, Dr. Vandana Munjal, Miss Aakriti Saini (Professors, Sri Aurobindo College)

Overview:

The "Marketing Mystery" podcast series was launched to explore various marketing concepts and industry trends. The first episode featured Dr. Varda Sardana discussing marketing ethics and the role of storytelling. The second episode highlighted insights from our college's professors on emerging marketing strategies.

Outcome:

- Received positive feedback and high engagement.
- Established a recurring platform for knowledge sharing.

6. MarkMetz Annual Marketing Fest

Date: 29, April, 2024

Events:

- **Panel Discussion**
- **Marketing Hackathon**
- **Mad Ad**

Overview:

MarkMeds, the annual marketing fest, is the flagship event of MarkArena. The fest included a panel discussion with industry leaders, a marketing hackathon, and a Mad Ad competition. The event attracted participants from various colleges across Delhi University.

Outcome:

- Over 200 participants across all events.
- Facilitated networking opportunities with industry professionals.
- Showcased student creativity and marketing acumen.

Conclusion

The past year has been a remarkable period of growth and learning for MarkArena. The society has successfully hosted a range of events that not only enriched the knowledge and skills of our members but also enhanced the visibility and reputation of Sri Aurobindo College within the academic and professional community. We look forward to continuing this momentum in the coming year, with even more innovative and impactful initiatives.