



MARKETING

“If your stories are all about your products and services, that’s not storytelling. It’s a brochure. Give yourself permission to make the story bigger.” – Jay Baer.

Aspiring entrepreneur? Well who isn’t now? But have you got the marketing skills that can take your small idea to a trending company? Marketing is the building block for every company. This is where it all starts. This is your chance to “sell us your pen” right from the Wall Street. Phoenix presents the glorious platform for you to put forward your marketing skills, promotion and advertising abilities.

Date: 13-15th April, 2018



Event Rules:

- This is a team event. Each team can consist of minimum 1 or maximum 4 members.
- This event will be conducted in 2 rounds.
- In the first round, each team will be given a product. Each team has to do a SWOT analysis of the product and the teams need to prepare and present a Marketing Strategy for promoting and launching the brand, defining the media platforms used and the content and activity on each platform.
- In the first round, each team will be given 5 hours to prepare a power point presentation on their marketing strategy and they have to submit it to the respective coordinators within the given time limit.
- The first round will be continuing for 13-14th April.
- In the second round i.e, the final round, a team member will elaborate his/her marketing plan and the presentation in front the jury verbally within a minimum of 15 minutes and maximum of 30 minutes.
- The final round will be conducted on 15th April.

Rules of the Presentation:

A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or

person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

SWOT is basically:

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics that place the business or project at a disadvantage relative to others
- Opportunities: elements that the project could exploit to its advantage
- Threats: elements in the environment that could cause trouble for the business or project. On the basis of these parameters you have to make the presentation.

The presentation must include:

- 1) Company Name
- 2) Tag line and values of product: A unique tag line and a slide including the uses, its side effects (if any) and its pricing.
- 3) Company Logo: unique company logo.
- 4) Product guide: your brand standards and other designs.
- 5) Marketing campaigns: your marketing strategies, advertising and corporate branding strategies.



Please note: All rules are subject to change at any time during or after the event. The decision of the coordinators and jury will be final.



Event Coordinators

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