



**FORE School of Management, New Delhi**

**Special Interest Group – Marketing**

**AY 2019 – 20**

SIGMA has organised 4 webinars and 5 events in the **AY 2019 – 20**. The activities have been cited below:

**Event**

1. **Advishkaar**, a poster making competition was conducted on **24<sup>th</sup> - 26th August 2019**.

The event saw a participation of **130 students** from the college only

**Winners:**

- I. Rocket Racoons, FORE School of Management
- II. Mind Space Invaders, FORE School of Management

2. **Impersonate – Think like a CMO**, on Genesis consisting of two rounds with final round being held online. This a case study based inter-college competition. It was conducted on **22nd November 2019**.

The event saw a participation of **220 students** from prestigious B – Schools of the country.

**Judges:**

- a. Prof. Payal S Kapoor, Faculty FORE School of Management
- b. Prof. Sriparna Basu, Faculty FORE School of Management
- c. Mr Sounak Majumder, Group Head, IGP Mediabrands

**Winners:**

- I. Team Vikings, IMI, New Delhi
- II. Team Perspective, FORE School of Management

3. **UniAd**, on Genesis consisting of two rounds with final round being held online. This is a branding and advertisement-based competition. It was conducted on **22nd November 2019**.

The event saw a participation of **90 students** from prestigious B - Schools

**Judges:**

- a. Ms. Shivani Dewan, Manager Client Consulting, IGP mediabrands
- b. Ms. Misha Mehrotra, Social media manager HCL Tech
- c. Prof. Payal S Kapoor, Faculty FORE School of Management

4. **FMCG Scientific Sales & Marketing workshop**, a workshop conducted from **17<sup>th</sup> - 18<sup>th</sup> August 2019**.

The workshop saw a participation of 75 students from the college only

**Convener:**

- I. Mr. Saagar Vijan, Co-founder ForeVision

5. **Tipping Point**, a STP based inter-college competition was conducted on **28<sup>th</sup> December 2020**.

The event saw a participation of **390 students** from prestigious B – Schools

**Judges:**

- a. Mr. Prashant Jain, General Manager at The Max
- b. Abhishek Bhatia, VP – Max DDB Mudra Group
- c. Dr. Ayushi Sharma, Assistant Professor at FORE School of Management

### **Webinars**

1. **Melange – “Marketing in the Media and the Publishing Industry”** was conducted on **21<sup>st</sup> August 2019**

The Seminar was attended by **120 Students**

**Speaker:** Naveen Chaudhary (Associate Director- Marketing, Oxford University Press)

2. **Melange – “Digital in Marketing”** was conducted on **17<sup>th</sup> October 2019**

The Seminar was attended by **130 students**

**Speaker:** Tanya Gupta, Group Head - Media and Buying, Interactive Avenues

3. **Melange – “Services and Infra sales and Marketing”** was conducted on **28<sup>th</sup> February**

The Seminar was attended by **60 Students**

**Speaker:** Rajeev Sood (Executive Director at Zoxima)

4. **Digital Marketing & Product Management Workshop** was conducted on **16<sup>th</sup> & 17<sup>th</sup> November 2019**

The seminar was attended by **30 students**

### **Instructors' Profile:**

- I. Mohit Dhawan Principal Account Manager (India) - TripAdvisor
- II. Ramit Goyal Senior Product Manager- Mobile and Growth at MakeMyTrip