



FORE School of Management, New Delhi

Special Interest Group – Marketing

AY 2020 – 21

SIGMA has organised 4 webinars and 5 events in the AY 2020 – 21. The activities have been cited below:

Event

1. **Advishkaar**, a poster making competition was conducted on **13th – 14th October 2020**.

The event saw a participation of **120 students** from the college only

Winners:

- I. Popheads, FORE School of Management
 - II. The PJ Boys, 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 **5th February 2021**.

The event saw a participation of **270 students** from prestigious B – Schools of the country.

Judges:

- a. Ms. Devyani Sharma, Digital Marketing & Communications Specialist
- b. Ms. Tanya Gupta, Group Head – Media & Buying Interpublic Group – IPG
- c. Prof. Varsha Khattri, Faculty FORE School of Management

Winners:

- I. Team Go Getters, IIM Bangalore
 - II. Team Caffeine Overdose, NMIMS Mumbai
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 **6th February 2021**

The event saw a participation of **130 students** from prestigious B - Schools

Judges:

- a. Ms. Taruna Soni, Head of Marketing & Communications at Interglobe Technology Quotient
- b. Ms. Ujjwala Walia, PR and Communication at Interglobe Technology Quotient
- c. Dr. Ayushi Sharma, Assistant Professor at FORE School of Management

Winners:

- I. Team MICA Pitchers, MICA Ahemdabad
- II. Team Orion, XIMB Bhubaneswar

4. **FMCG Scientific Sales & Marketing workshop**, a workshop conducted from **25th – 27th October 2020**.

The workshop saw a participation of 50 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 **28th 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

Winners:

- I. Team Explorers, IIFT Delhi
- II. Team Dominators, SIIB Pune

Webinars

1. **MARKTALK on Marketing Automation and AI in Marketing in the post-Covid 19 scenario** was conducted on **1st August 2020**

The webinar was attended by **40 Students**

Speaker: Ajay Davessar, Founder Matra Design Thinking, Senior Adviser to India-UNGSII

2. **Melange – “The transformation of Marketing”** was conducted on **12th October 2020**

The webinar was attended by **180 students**

Speaker: Mr. Sanjay Mehta Joint CEO- Mirum, India

3. **Melange - "Getting Creative With Digital Offerings And How They Help With Business"** was conducted on **29th December 2020**

The webinar was attended by **100 students**

Speaker: Ms. Namita Liz Koshy (Vice President, Ogilvy)

4. **Melange - "Building a brand - Renault, India"** was conducted on **28th March 2021**
The webinar was attended by 50 Students

Speaker: Mr. Amey Mujumdar Head - Product Marketing, Renault India