



IA School of Management Studies

Report on Marketing Club Activity – MarQ (Quiz) & Revive (Product Re-Launch with Marketing Mix) 29-Dec-2023

In a dazzling showcase of marketing brilliance, the Marketing Club at the IA School of Management Studies (IASMS) recently orchestrated the much-anticipated event, MarQ. This multifaceted competition began with Round 1, an intellectually invigorating Marketing Quiz that unfolded seamlessly on a virtual platform.

Sixteen teams, each brimming with enthusiasm and marketing acumen, engaged in a battle of wits as they tackled questions spanning traditional and digital marketing, consumer behavior, market trends, and innovative campaigns. The online format added an extra layer of dynamism, testing not only theoretical knowledge but also the teams' ability to navigate real-world marketing scenarios with finesse.

Round 2: Revive (Product Re-Launch with Marketing Mix)

After the exhilarating Round 1, the top 6 teams emerged victorious, earning the coveted opportunity to move on to Round 2 – the Revive edition. This phase of the event took marketing prowess to a new level, challenging participants to breathe new life into outdated products.

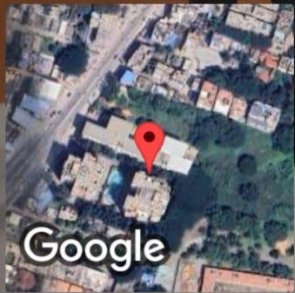
Armed with creativity and business acumen, the teams were handed the reins of obsolete products. The challenge was to craft and present a comprehensive product re-launch strategy that not only addressed the product's shortcomings but also positioned it strategically in the market to capture the attention of today's discerning consumers.

The event was meticulously coordinated by the dynamic duo of Prof. Afzal Basha and Dr. Savitha, seasoned experts in the field of marketing. Their guidance and mentorship added an extra layer of insight to the event, providing students with a real-world perspective on marketing challenges and opportunities.

Judges, comprising esteemed faculty members and industry experts, were impressed by the level of creativity, strategic thinking, and market insight displayed by the teams. The event not only showcased the participants' marketing prowess but also emphasized the importance of adaptability and innovation in the field.



 **GPS Map Camera**



Bengaluru, Karnataka, India
230, Hennur Main Rd, Meganahalli, Kalyan Nagar, Bengaluru, Karnataka
560043, India
Lat 13.030199°
Long 77.63568°
29/12/23 03:32 PM GMT +05:30







 **GPS Map Camera**

Bengaluru, Karnataka, India
81, Divya Unnathi Layout, Meganahalli, Kalyan Nagar, Bengaluru,
Karnataka 560043, India
Lat 13.029874°
Long 77.636985°
29/12/23 02:24 PM GMT +05:30



 **GPS Map Camera**

Bengaluru, Karnataka, India
2JJJ+269, Hennur 4th Cross Rd, HBR Layout 4th Block, Kalyan Nagar,
Bengaluru, Karnataka 560043, India
Lat 13.02996°
Long 77.635959°
29/12/23 02:28 PM GMT +05:30





 **GPS Map Camera**

Bengaluru, Karnataka, India


2JJJ+269, Hennur 4th Cross Rd, HBR Layout 4th Block, Kalyan Nagar,
Bengaluru, Karnataka 560043, India

Lat 13.029953°

Long 77.63587°

29/12/23 02:27 PM GMT +05:30



 **GPS Map Camera**

Bengaluru, Karnataka, India

19, Hennur Cross, David Layout, Bengaluru, Karnataka 560043, India

Lat 13.030712°

Long 77.635789°

29/12/23 02:38 PM GMT +05:30





 **GPS Map Camera**

Bengaluru, Karnataka, India
Tower-2, REGENCY MAGNUM, Meganahalli, Kalyan Nagar, Bengaluru,
Karnataka 560043, India
Lat 13.029831°
Long 77.635899°
29/12/23 02:27 PM GMT +05:30



Google



 **GPS Map Camera**

Bengaluru, Karnataka, India
2JJJ+6C7, Meganahalli, Kalyan Nagar, Bengaluru, Karnataka 560043,
India
Lat 13.030413°
Long 77.635992°
29/12/23 03:27 PM GMT +05:30



Google