

TECHNICAL CLUB: MARKOTHAN, A VISION OF MARKETING

CORE DISCIPLINE : MANAGEMENT

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TECHNICAL BACK GROUND AND UTILITY OF THE CLUB:

THE MAIN AIM OF THE CLUB IS TO UNDERSTAND AND PROMOTE THE EMERGING MARKETING PERSPECTIVE AND STRATEGIES AMONG THE BUDDING MANAGERS AS WELL IN THE INDUSTRIAL AND BUSINESS ORGANIZATIONS . THE CLUB AIMS TO CONDUCT VARIOUS ACTIVITIES IN THE DOMAIN OF MARKETING MANAGEMENT TO PROMOTE UNDERSTANDING OF NEW MARKET TRENDS

THE ASSOCIATION WITH THIS CLUB WILL CREATE INTEREST OF STUDENTS IN THIS MANAGERIAL DOMAIN AND INSPIRE THEIR CREATIVITY TO INNOVATE THROUGH PRACTICAL LEARNING AND APPLICATION ORIENTED MINDSET. UNDOUBTEDLY , THIS IS THE ASPECT MAINLY SEEN IN THE MANAGEMENT PROFESSION AND THUS DEFINITELY BOOST THE CAREER PROSPECTS AND EMPLOYABILITY.

ACTIVITIES TO BE CONSIDERED UNDER THE CLUB :

THE ACTIVITIES OF THE CLUB HAVE BEEN WELL FORMULATED TO DEVELOP INTEREST AND COMPETENCE OF THE STUDENTS IN THE RELATED MANAGERIAL CONCEPTS WITH EMPHASIS ON APPLICATION ASPECTS OF THE CONCEPTS. FOLLOWING ACTIVITIES HAVE BEEN CONSIDERED;

- LEARNING THROUGH TECHNICAL MAGAZINES AND JOURNALS
- ORGANIZE A HOST OF EVENTS WHICH INCLUDE SIMULATION GAMES, CASE ANALYSES, CROSSWORDS, QUIZZES, AND CAREER PREPARATION SESSIONS.
- TO UNDERTAKE MINOR RESEARCH PROJECTS INTO THE FIELD OF MARKET ANALYSIS
- ROLE PLAYING- DEVELOPING THE ANALYTICAL SKILLS BY PERFORMING DIFFERENT ROLES INTO THE DIFFERENT SITUATION.
- BRAND PERSONNA- WHAT THE STUDENT PERSONIFY WHEN THEY HEARD THE NAME OF THE BRAND.
- PAPER WRITING & PRESENTATION

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- QUIZ AND GROUP DISCUSSIONS ON THE CLUB THEME RELATED TOPICS
- CONDUCTION OF WORKSHOPS AND PRACTICAL TRAINING SESSIONS
- INTERACTION WITH EMINENT INDUSTRIAL AND ACADEMIC EXPERTS IN THE DOMAIN OF CLUB THEME
- INDUSTRIAL AND INSTITUTIONAL TOURS
- CONSIDERING INDUSTRIAL R&D PROJECTS IN THE DOMAIN OF CLUB THEME



SOME IMAGES OF TECHNOLOGICAL DEVELOPMENT IN THE CLUBS DOMAIN