

# **Advertising and Marketing Club**

## **Degree College**

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The Advertising and Marketing Club aspires to invoke in our fellow students the latent skills that make a good marketer by conducting informative and challenging events. On September 15 , 2012, the Club conducted Buzzaar **2012**, an event where we created a virtual market in the canteen and students got to test their selling skills. On 6 December, 2012, the Club organised “Madhouse”- a day long festival at Santokba Hall. It comprised of several events as follows:

### **Legend of Madhouse -**

The event comprised of 3 rounds; Round 1- Design a Google Doodle (mascot making)

Round 2 – Mad-A- Guess-Kar (students had to identify brands by looking at advertisements)

Round 3 – Sell Your Way to the Top (a smaller version of Buzzaar.)

### **Radio Play-**

This event required students to promote an event given to them by using their voice and sounds only similar to the way a radio advertisement is made.

### **Brand Housie-**

Students had to spot logos of popular brands on their tickets instead of simple numbers, which tested their brand quotient.