



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

An Autonomous Institute Permanently Affiliated to Savitribai Phule Pune University, Pune, Approved by AICTE, New Delhi and Govt. of Maharashtra

At & Po – Mahirawani, Trimbak Road, Tal & Dist – Nashik

Phone: (02594) 222552,53,54, Fax: (02594) 222555

website : www.sandipfoundation.org, e-mail : principal@sitrc.org

Accredited with "A" grade by NAAC With CGPA Score of 3.11

NBA Accredited for Computer & Mechanical Engineering(UG Course) w.e.f. 2023-24 to 2025-26



Department of Management Studies (MBA)

Academic Year 2024-25

Report on "Marketing Activity: BrandScape - Crafting Tomorrow's Icons-2024"

- **Event Title:** "BrandScape - Crafting Tomorrow's Icons -2024"
- **Date:** 20th and 21th November 2024
- **Conduction Duration:** 2 Day
- **Venue:** Department of Management Studies, SITRC E- Building
- **Coordinator:** Prof. Sachin Choudhary

Objective:

1. To enhance students' understanding of core marketing concepts such as Segmentation, Targeting, Positioning (STP), and the Marketing Mix (7Ps) through practical application.
2. To foster creativity, critical thinking, and teamwork among students by encouraging them to develop innovative product ideas and brand strategies.
3. To provide students with a hands-on experience in strategizing and presenting marketing concepts, preparing them for real-world marketing challenges.

About the Program:

The Department of Management Studies, SITRC, organized a dynamic and engaging marketing activity titled "BrandScape: Crafting Tomorrow's Icons" for MBA Students. This two-phase activity was designed to bridge theoretical marketing concepts with practical application, providing students with an immersive learning experience.

- **Day 1 (Conceptualization and Design)**
Students applied STP and the Marketing Mix to develop unique product ideas. They created visually appealing collages showcasing their brand names, punchlines, and product visuals.
- **Day 2 (Refinement and Presentation)**
Students refined their strategies and presented their brand concepts to a faculty panel. Six standout ideas emerged, showcasing the students' creativity and strategic thinking:
 - Khandeshi Masala
 - Digitech Smart Watch
 - M1 Watch
 - Daily Grind Coffee
 - Ayur-Fresh Toothpaste
 - Coffee Culture

- Desi Delight Paratha
- Pure Rediance
- Organic Aroma
- Prakriti Patra
- Natural's Incense Stick
- Amrit Ras
- Homies Instant premix
- Smart Shell - Helmet

The activity was evaluated by a panel of esteemed faculty members:

- Dr. Swapnil Mackasare (HOD)
- Dr. Rachana Dashore
- CMA Rajendra Shirsat
- Prof. Manisha Pagar
- Prof. Pratiksha Bhujbal
- Dr. Atul Pise
- Dr. Snehal Bagul
- Prof. Deepika Chavhan

The program was conceptualized and led by **Prof. Sachin Choudhary**, who played a pivotal role in ensuring its success.

"BrandScape: Crafting Tomorrow's Icons" was a resounding success, showcasing the creativity and strategic thinking of SITRC's MBA students. The hands-on experience allowed them to step into the shoes of marketers and gain invaluable insights into brand building and innovation. This initiative exemplifies the Department of Management Studies' commitment to nurturing future marketing professionals and fostering a culture of experiential learning.

Outcome:

1. Students successfully applied marketing concepts to create six innovative and market-ready brand concepts, demonstrating their practical understanding of STP and the Marketing Mix.
2. The activity nurtured essential skills such as creativity, critical thinking, teamwork, and effective communication, enhancing students' readiness for real-world marketing roles.
3. Faculty received valuable insights into the students' potential and areas of improvement, aiding in tailoring future activities to further develop industry-relevant skills.

SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

An Autonomous Institute Permanently Affiliated to Savitribai Phule Pune University, Pune, Approved by AICTE, New Delhi and Govt. of Maharashtra

At & Po – Mahirawani, Trimbak Road, Tal & Dist – Nashik

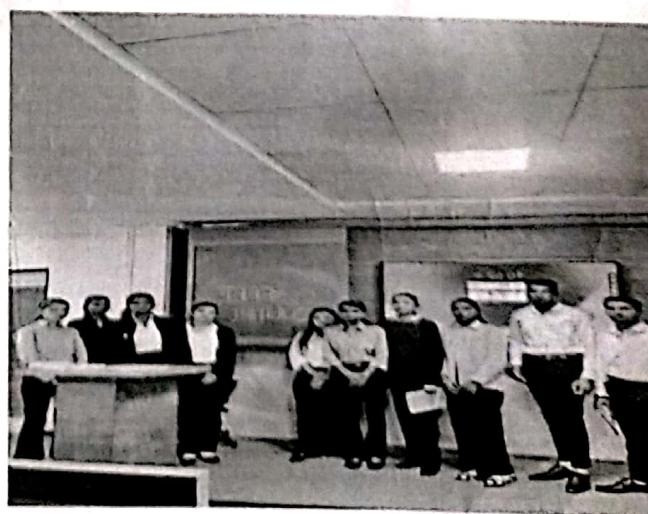
Phone: (02594) 222552,53,54, Fax: (02594) 222555

website : www.sandipfoundation.org, e-mail : principal@sitrc.org

Accredited with "A" grade by NAAC With CGPA Score of 3.11

NBA Accredited for Computer & Mechanical Engineering(UG Course) w.e.f. 2023-24 to 2025-26

Glimpse of the Day





Schoudhary

Prof. Sachin Choudhary
Event Coordinator

[Signature]

HOD, Dept of MBA

[Signature]

Dr. Amol Potgantwar
Principal, SITRC