

MARKETING CLUB ACTIVITY

Event Name - CORPORATE ROADIES

The teams have to reach the counter of the marketing club where they will be allotted a clue to begin the first stage. Similar clues will be provided at each stage.

Stage 1- PRODUCT

Once they reach the first destination they have to choose the product according to their choice from the given options and collect the second clue.

Stage 2 - PLACE

After choosing the product you have to reach the second destination and click a selfie of your team with the banner already present there and collect the third clue.

Stage 3- PROMOTION

After decoding the last clue you have to reach the final destination and you have to choose a slip in which there will be a situation, now every team will have its own product and situation and there will be a preparatory time slot of 15 minutes after that you have to reach to the judges and according to the situation you have to pitch your product highlighting your marketing skills.

Round 4 - PRICE

After pitching your product judges will give you fake currency according to your pitch.

The team having the highest currency will win.

TEAM SIZE – minimum- 2, maximum – 4

Registration Amount – 200 per team.

RULES AND REGULATIONS:

- Electronics Are Not Allowed.
- Decision Of Judges Will Be Final.
- You Can't Interfere in Others Team.
- You Can't Go Out of Given Area.
- You have to perform task within given time period.

- The registration amount is non-refundable.
- The team members should be from the same college.
- Members participating and members listed in google form should be same .