

MARKZINE 4.0

ANNUAL MAGAZINE OF MARKOS, THE MARKETING SOCIETY
MAHARAJA AGRASEN COLLEGE, UNIVERSITY OF DELHI

2022-2023

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ABOUT MARKOS



The marketing society of Maharaja Agrasen College, University of Delhi, MARKOS, believes that by exchanging thoughts and experiences, everyone can discover their inner marketer. The society seeks to explain how pervasive marketing is in the modern world. The Latin word "MARKOS," which means "hammer," is a symbol of the society's strong mentality and continual commitment to learning about marketing. The stylised "M" in Markos' logo represents "networking," and it represents the company's desire to build a network of ideas to reshape modern corporate culture. The society holds a wide range of engaging sessions and thrilling competitions about branding and marketing. The society's steady performance has resulted in it being recognised as the most active marketing society in the entire DU circuit, and it was named "THE BEST MARKETING SOCIETY IN THE WHOLE DU CIRCUIT" for the academic year 2019-20.

Markos is an effort to share and rekindle people's enthusiasm for marketing. We all develop and learn together. We not only learn marketing principles but also examine brand strategy and case studies through regular group discussions and interesting workshops. We are powerful because of our growing alumni base. We work together and organise as a team. Markos has been actively holding numerous events where significant corporate figures are invited to share their expertise and knowledge with our community since its beginning. Furthermore, by organising inter-college competitions, we hope to provide opportunities to all college students.

We are forming a community of highly driven people with the ability to transform the world. As we like to say, "Everyone's A Marketer, We Just Give You A Push".

FROM THE PRINCIPAL'S DESK



Message

I am delighted to formally announce the release of the fourth edition of 'Markzine,' the annual magazine of Markos – The Marketing Society of Maharaja Agrasen College, University of Delhi. Since its inception, Markos has been a relentless explorer of innovative concepts.

Despite the unique challenges posed by the post-pandemic era, the recent decision to continue with in-person classes has reignited the fervour among our students. As the society's on-campus operations resume, a palpable surge of enthusiasm courses through its members. Witnessing the seamless coordination and execution of events at both the inter-college and Pan-India levels by our team fills me with immense pride.

Markos provides students with a microcosm of the corporate environment, offering them invaluable insights into the mechanics of the professional world. Remarkable events like Mark-o-Week and Markombat, where the society collaborates with schools across Delhi NCR, underscore our commitment to nurturing high school students while broadening our impact. Furthermore, our society's conscientiousness shines through in endeavours like enhancing the college's aquarium with new fish species, showcasing our dedication to sustainability and social causes.

My heartfelt applause goes to the entire Markos team – students, faculty coordinators, and the ECA Convenor – for their dedication and hard work. To the team, I extend my best wishes for their future undertakings. I have no doubt they will continue their journey of accomplishments.

Here's to a future filled with promise and success!

Prof. Sanjeev Kumar Tiwari
Principal (Offg.)

FROM THE CONVENOR'S DESK



Message

I am thrilled to share the news of the upcoming release of the new edition of Markzine, the annual e-magazine by Markos. Looking back, I am honored that the inaugural edition was introduced during my tenure as the Convenor of the ECA Committee. My mind wanders back to 2020 when an unexpected lockdown disrupted our routines. The college and the ECA Committee were grappling with the sudden change, and it was at that juncture that Markos emerged as a guiding light. Since then, Markos and the entire ECA team have never looked back. Markos has achieved remarkable heights, leaving a lasting impression not only within DU but also beyond its boundaries.

In the current academic year, Markos embarked on a collaborative journey with the aspects of finance and marketing. Together, they reached out to universities and colleges of India and launched their flagship event, Markos Stock Exchange. This collaboration has technicalities of marketing and the essence of statistical forte, tackling various crucial market issues and fostering awareness among the aspirants. In the forthcoming pages of Markzine, readers will get a glimpse of the team's dedicated efforts, as well as their creative talents.

I am steadfast in my belief that Markos will continue this remarkable journey in the days ahead. Heartiest congratulations to Markos! I am confident that the new edition of Markzine will captivate its readers.

Enjoy your reading!

Dr. Debosmita Paul
Convenor, ECA Committee

FROM THE FACULTY COORDINATOR'S DESK



Message

I got the opportunity to be the faculty coordinator of Markos, the marketing society of Maharaja Agrasen College, Delhi University. Out of the fourteen societies of ECA, Markos is one of the most dynamic societies of Maharaja Agrasen College. It gives me immense pleasure to be a part of this society.

The fourth edition of the annual magazine, Markzine, is now available. Through its excellent efforts, the society has always exhibited tenacity and dedication. Markos has developed game-changing ideas for efficiently organising a variety of events such as webinars, presentations, and workshops in both online and offline modes.

Markos has come up with innovative ideas for organising multiple events such as various competitions and workshops in a hybrid style now that the institution has reopened.

The advertising, marketing, and media industries are undergoing enormous change in today's digital-first world, and Markos has been at the forefront of adapting to these developments. Members of this society rapidly become acquainted with the current trends and work towards absorbing the learnings/knowledge and experience via events, webinars, speaker series, and so on, and passing it on to all students.

I would like to congratulate Rishi Malhotra, the President of Markos and all the student members associated with the society, for all the hard work that they have put, in to take the society to new heights.

Dr. Natasha
Faculty Coordinator

FROM THE PRESIDENT'S DESK



Message

Marketing is a drive into the land of exploring, creating and delivering values; MARKOS is the vehicle that will take you there. Taking this drive with a creative and talented team has been an absolute privilege for me. Markos has a way of steering one into a wide range of opportunities and challenges every day and this is what I cherish the most about it. It ensures not to let anyone stay restricted to academics and allows members to develop the skills required for the world outside.

Markos is the ideal place for anyone who wants to work on their leadership and teamwork skills. Every event, workshop or seminar arranged by Markos brings its own set of requirements to cater to and witnessing the members leaving no stone unturned to meet these requirements has filled me with pride. To remain at par with the title of 'Best Marketing Society' in the DU circuit, Markos keeps bringing new ideas to the table to soar to new heights every year. Running unique social media campaigns and organizing the Markos Stock Exchange were the out-of-the-box ideas during my tenure which motivated everyone to achieve new milestones and participants from coveted and prestigious colleges added a feather to the cap.

Markos has been more than just a society to me. The day I got selected as the President by our amicable and arduous alumni was nothing short of an honour for me. I am immensely grateful to our Principal Sir, ECA Convenor, Faculty Coordinator, and teaching and non-teaching staff for being the support that Markos could always count on. My team, the peerless members of Markos, made this society special for me and without their hard work, none of those events would have been successful. The memories have an indelible mark on my mind. Passing the legacy on to the best team. It has been an honour. Thanks a ton.

Rishi Malhotra
President

EDITORIAL BOARD

Dear Readers,

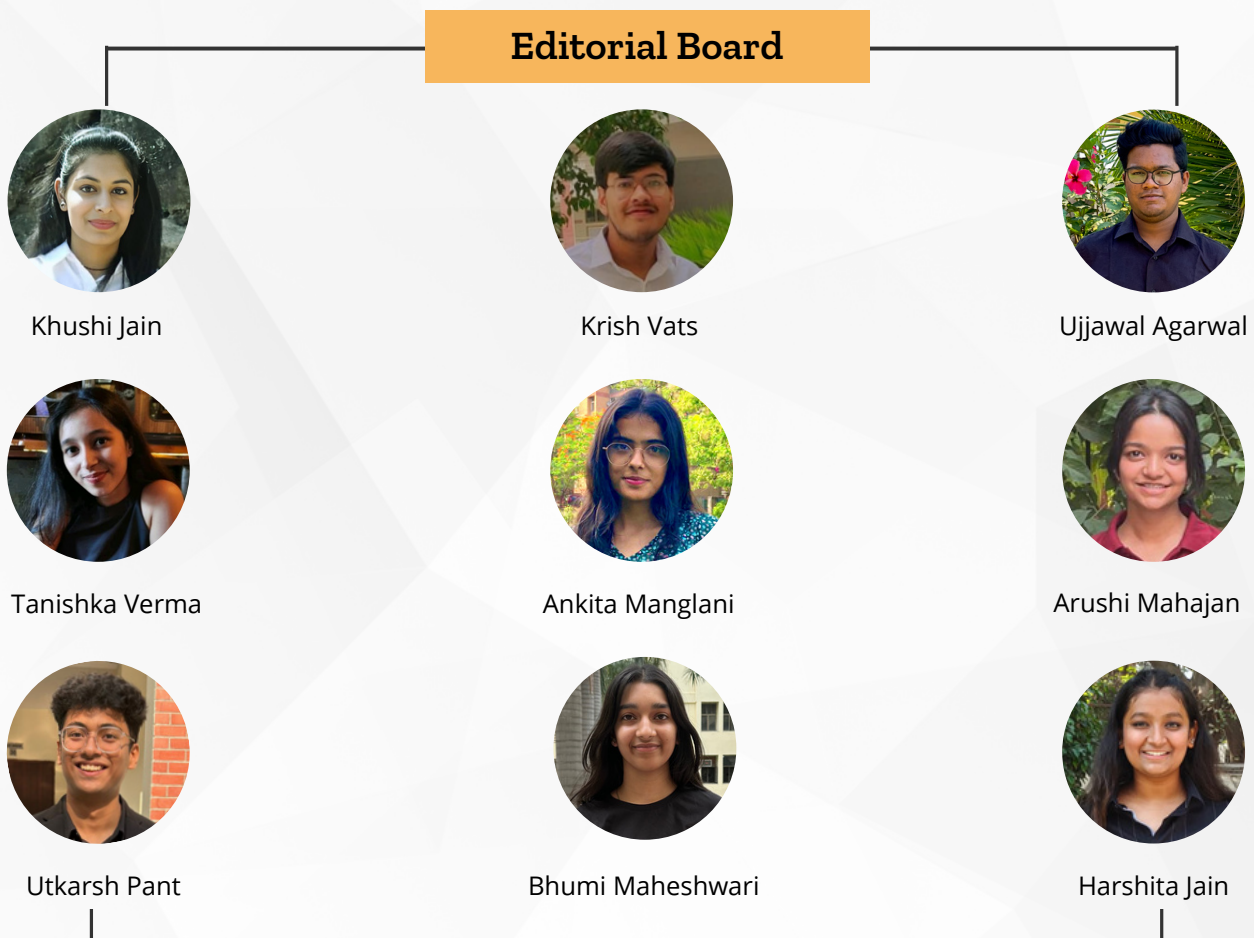
It is a great honour to wrap up the session of 2022-23 with success concluding with the launch of the 4th edition of our annual magazine. It is a brief and sectioned overview of the various activities of Markos throughout the year. We would like to express our sincere gratitude to Principal Sir, ECA Convenor, and Faculty Coordinators for their support and assistance in bridging the gap between our plans and successful executions. Their messages invigorate us to work tirelessly and persistently. We also acknowledge the efforts of our alumni, who penned down their thoughts and love for us. We thank our seniors for their encouragement and appreciation. Markzine 4.0, without the enthusiasm of the editorial board and all members of Markos, would not have been possible. Markzine 4.0 comprehends adieu to another year of lore, triumph and exuberance. We thank you for giving your valuable time to Markzine 4.0.

Happy Reading!

Regards

Khushi Jain

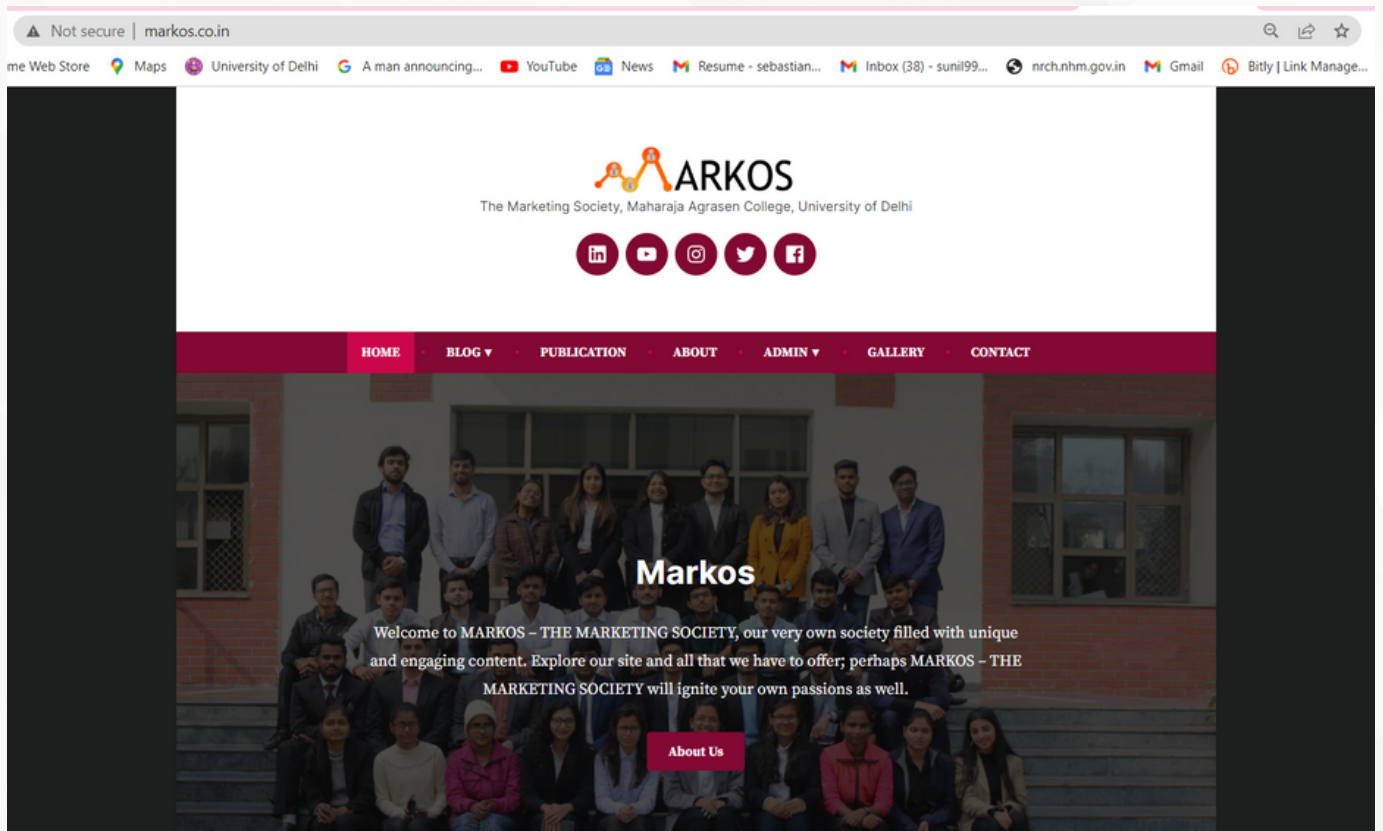
Markzine Head



MEMBER'S CONTRIBUTION

MARKOS DOMAIN

Recently, Markos got its own domain name to mark and celebrate its uniqueness. On this website, one can find blogs written by our members and navigate to know more about what, and how we are as a student-community!



WordPress: A Part of Markos.

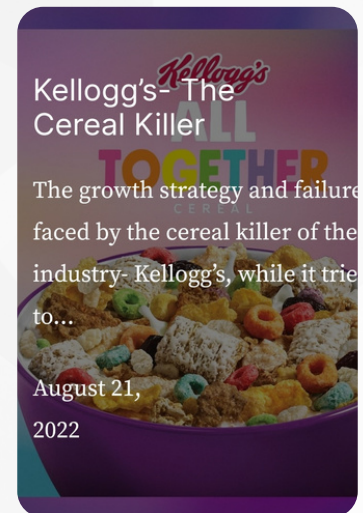
The objective is to educate one about the state of affairs, complex marketing & financial strategies, intriguing tactics and inter-relation with the corporate world through blogs posted regularly, written in simple language, for easy comprehension and enticing readers into the world of marketing and the corporate world.

The content writers here, research and bring forth the work that is 'free of plagiarism' and 'detailed' making the time you spend reading the blogs worthwhile. The "WordPress Team" attempts to provide you with the most accessible, free and detailed content about businesses and marketing.

1. Kellogg's- The Cereal Killer

This cereal brand has been dominating markets forever. But will you believe it once faced a huge failure when introducing its product in the Indian market? This blog traces the highs and the lows of Kellogg's in the Indian market and how the brand was able to find its place in a market where it was relatively unconventional. As we savour our morning bowls of cereal let's not forget the fascinating story behind breaking the breakfast tradition of an entire nation.

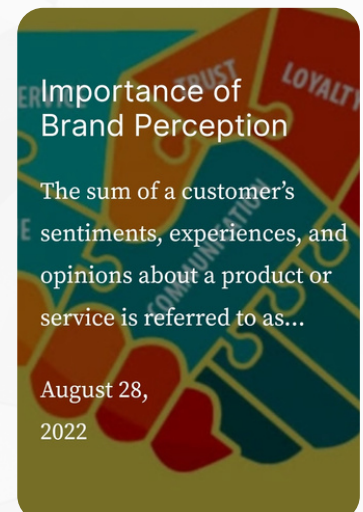
Author : Khushi Jain



2. Importance of Brand Perception

A brand isn't just about its product anymore. It's about the feeling, the emotion and the zeal the customers feel about it. For a brand to be successful, it is necessary to establish a positive connection with the customers. How it is perceived by the consumers helps to determine its prosperity. A well-crafted brand perception can weather storms, navigate challenges, and stand the test of time, all while guiding a brand towards success in a competitive business landscape.

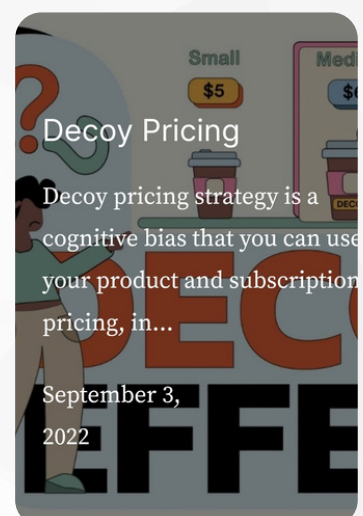
Author : Prashen Singh



3. Decoy Pricing

A strategy often used in movie theatres and coffee shops, decoy pricing is a clever approach that increases the value of its target product. It's a three-way plan that ensures increased sales of their desired product by making it seem like it's a better alternative as compared to the other options. The decoy pricing strategy is based on a cognitively biased analysis that any company can use for pricing their products and subscriptions to generate maximum revenue.

Author : Tanishka Verma



4. Starbucks- More than a Coffeehouse

While having successfully established itself as “the place” to get coffee, Starbucks has incorporated some financial aspects into their business model. They are fundamentally a coffee retailer with additional service offerings. However, they do offer certain financial services that might make them appear to have some banking elements. For example, they have their Starbucks Rewards program. This blog explores the position of Starbucks in the economic space.

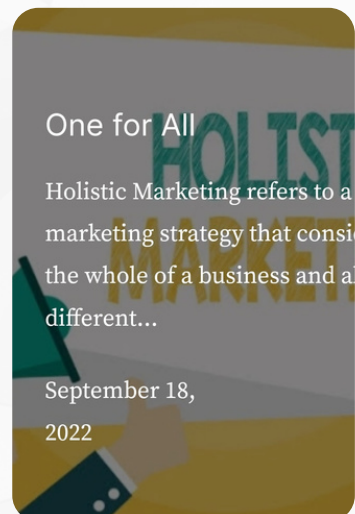
Author : Krish Vats



5. One for All

Holistic Marketing is a marketing strategy that focuses on the whole business as one entity. This blog delves into the four components of holistic marketing: internal marketing, socially responsible marketing, integrated marketing and relationship marketing. In essence, holistic marketing recognizes that a business is not just about selling products or services, but about creating value for customers, employees, and the broader community.

Author : Vrinda Taparia



6. Are you also buying out of FOMO?

FOMO Marketing (or fear of missing out) is a strategy that focuses on a person’s desire to latch onto every opportunity before it slips through their fingers. In marketing, FOMO is used to create a sense of urgency or exclusivity, encouraging consumers to take immediate action to avoid missing out on a deal, opportunity, or experience. This blog probes into how this strategy works and gives some efficient tips to implement it successfully.

Author : Soni Vashistha



7. Microsoft- Master of Action

This blog analyses the marketing strategy of Microsoft and the colossal success of it. While keeping it simple, the brand has managed to humanize itself. It has become trustable and has garnered the loyalty of a vast number of people worldwide. It also focuses on the modernisation of the brand image since the appointment of Mr Satya Nadella as the CEO of the multinational and how Microsoft has been on a marketing tear in recent years.

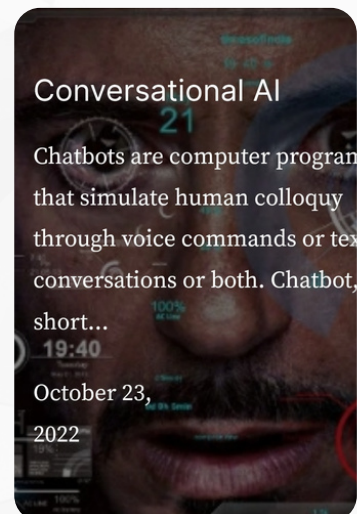
Author : Khushi Jain



8. Conversational AI

Alexa has become a part of almost every household. It's one of the most popular examples of a chatbot, a computer program that simulates human colloquy through voice commands or text conversations or both. Not only Alexa but even the first chatbots ever made have been discussed, it gives the readers an idea about how the artificial intelligence grown with the latest technology. This blog dives into the origins, uses, and benefits of conversational AI.

Author : Ujjawal Agarwal



9. Start Up Zoology

This blog scrutinizes the various types of start-ups popping up in the global economy while you might be still stuck knowing the unicorns and would never know about the bears and donkeys in the corporate. It provides befitting terminology for the many forms of start-ups taking root and definitive examples of these forms of start-ups. It also analyses the start-ups big in the market right now and those that have the potential to make it huge given the right steps of action.

Author : Vrinda Taparia



10. Tourism Marketing

India has a beauty that only a select few countries have been blessed with, from the snow-capped mountains to sparkling blue oceans surrounded with golden sand, and architecture that traces the different eras of the country. This blog tells how tourism marketing involves a comprehensive approach that not only showcases a destination's attractions but also provides a seamless and memorable experience for travellers, from the moment they start planning to return back home.

Author : Ananya Yadav



11. The Iconic Story of Maggi

This blog traces the trek of the most recognized instant noodles in the Indian market, Maggi. While regaling the various falls and the rises of the brand, it speaks of an important marketing lesson: don't just sell a product, sell an emotion. As many people of this generation have come to associate maggi with their childhood, the brand has undoubtedly placed itself at the top. Maybe, it also hides the secret of how to make the 2-minute noodles actually in a couple of minutes.

Author : Ananya Yadav



12. The 5G Stratum

From virtual reality to smart cities, remote healthcare to Industrial IoT, the debut of 5G has dramatically transformed the internet scene. Faster and more efficient than its predecessors, it promises to conserve the time and effort of its users. The blog introduces you to the new era in the technological world and how it can help its users to explore the expanded horizon delivering them with endless possibilities for its use case.

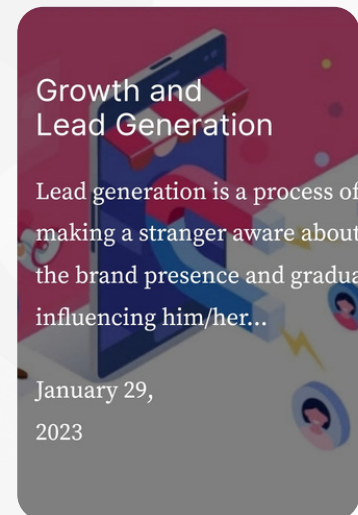
Author : Tanishka Verma



13. Growth and Lead Generation

The blog will help you identify and attract potential customers or “leads” who have shown interest in a company’s products or services. These leads are individuals or businesses that have expressed some level of interest, typically by providing their contact information or engaging with the company’s marketing efforts. The goal of lead generation is to initiate and nurture relationships with these potential customers, eventually converting them into paying customers.

Author : Vrinda Taparia



14. Modern Surrogate- Influencer Marketing

Influencer marketing is all the heat right now. It is a strategy that involves collaborating with individuals who possess a significant and engaged online following, known as influencers, to promote products, services, or brands. Influencers have established credibility and trust within their niche or industry, making their recommendations and endorsements impactful to their followers. It can be highly effective when executed strategically.

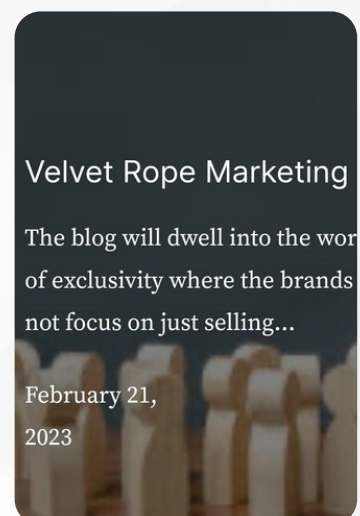
Author : Soni Vashistha



15. Velvet Rope Marketing

Velvet rope marketing is a strategy that focuses on creating an aura of exclusivity around a product, service, or brand. It derives its name from the concept of a velvet rope used to control access to exclusive events or areas. This approach involves targeting a specific segment of customers and offering them a premium, high-end experience not available to everyone. This blog sifts through the rights and the wrongs of exclusivity and illustrates brands who used it decorously.

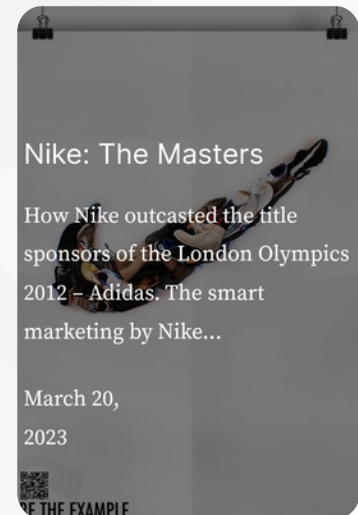
Author : Bhumi Maheshwari



16. Nike- The Masters

This blog illustrates how Nike outsmarted the title sponsor of the Summer Olympics 2012, Adidas, their long-time rival. Through careful assessment and utilising loopholes to their advantage, be it advertising or the shoe line put out, Nike overtook Adidas in popularity in a manner that most people believe Nike to have been the sponsor. Even today, the arch-rivalry between the two brands continues to entertain their enthusiasts.

Author : Ananya Yadav



17. Murketing

Murketing is a marketing strategy that focuses on brand identity, the buzz around a product and publicity instead of direct sales. It makes use of confusing and bizarre statements with no explanation to catch the intrigue of potential customers. It creates a brand identity with room for manoeuvring in the future. It is a nebulous advertising strategy that has a short-lived impact on the market while helping the brand to get into the spotlight.

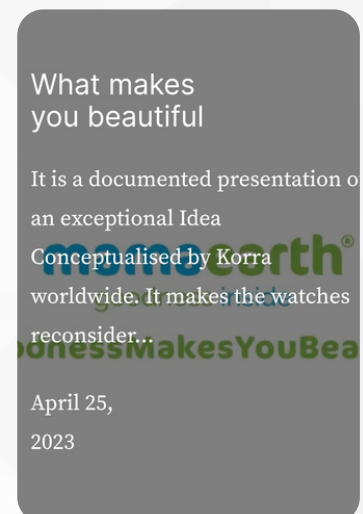
Author : Tanishka Verma



18. What Makes You Beautiful

In its latest ad campaign, Mamaearth seems to reassure people that real beauty is the outcome of inner goodness. It lets us collectively take a breath of fresh air as we see a cosmetics brand focus on inner goodness rather than the physical features of a person as they say #goodnessmakesyoubeautiful. It is a documented presentation of an exceptional marketing campaign conceptualised by Korra Worldwide Ltd which questions the notion of 'What is beauty?'

Author : Bhumi Maheshwari



LINKEDIN

The LinkedIn team left no stone unturned to maintain a chain of timely updates on the society's official handle. With multiple ventures on the platform, they provide information regarding career options in marketing, strategies of famous brands, insights about their logos, recent campaigns, and much more. Their consistent efforts appeal to a larger audience every year.

1. The Markos Times

Markos Times, introduced by the team to deliver the recent news on various campaigns taken up by the brands, is presented in a newspaper format. The campaign discussed in detail the various marketing strategies of companies like the launch of Bentley Bentayga extending its wheelbase for the Indian market, zee entertainment enterprises ltd and each one of us being left in awe after viewing the grand launching of Nita Mukesh Ambani cultural centre.



2. Decoding with Markos

This campaign's main motto is to decode the marketing strategies made by popular brands to grow and stand out. To know more about the strategic techniques to manoeuvre the brand perception used by the various brands. It decoded several brands like Nike, Nykaa and everyone's favourite food delivery app Zomato that has achieved tremendous success as an online platform for food delivery.



3. Career in Marketing

Got a knack for marketing but not sure how to make it more career-oriented? Don't worry this campaign not only deals with telling about the brands' strategies but also a way through which an individual can explore more career options in the marketing field. Be it being a social media coordinator or a marketing executive, we got you! This initiative helps us educate people about the range of job opportunities offered in the marketing skills field.



YOUTUBE

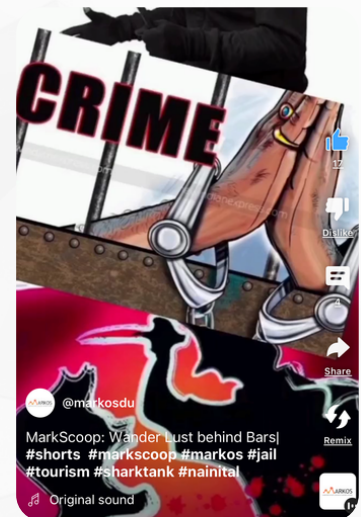
The YouTube team made use of the trending format of short videos that cover the most basic details and introduced **MarkScoop**: YouTube Shorts videos that provide an insight into the latest furore.

The YouTube shorts investigate topics and people in vogue. The content is versatile as it ranges from ad reviews, updates on the financial world, sponsors of different global events and analyses of consumer trends and their influences.

Credits: Soni Vashistha, Ujjawal Agarwal, Khushi Jain, Tanishka Verma, Ananya Yadav, Ankita Mangalani, Vrinda Taparia, Bhumi Maheshwari

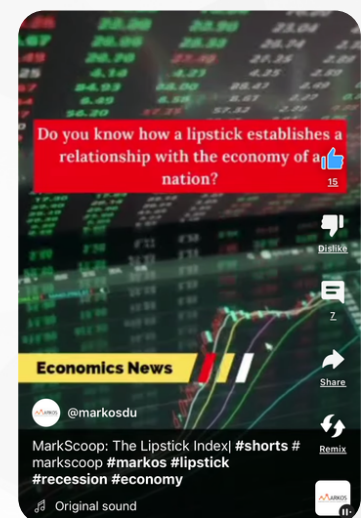
1. Wander Lust Behind Bars

Ever wanted to experience what it is like to spend jail time without committing any offence? The Government of Haldwani, Uttarakhand has got you covered. It has designed a unique initiative that provides an authentic jail experience for just Rs 500. An abandoned portion inside the prison is being developed as a dummy jail to accommodate the tourist prisoners. These prisoners will be provided with prison uniforms and food made in the jail kitchens. What do you think of this level of madness in people's minds in the name of tourism?



2. The Lipstick Index

Do you know how lipstick establishes a connection with an economy of a nation? Let's dive into a theory that portrays lipstick as the missing link between luxury and the economy of a country. The CEO of Estee Lauder, Leonard Lauder, provides that the gist of a nation's economy can be evaluated by the consuming number of small luxury items including lipstick. Even during the Covid-19 pandemic, the phenomenon held true for men's underwear and nail polishes as the consumers resorted to lesser expensive products.



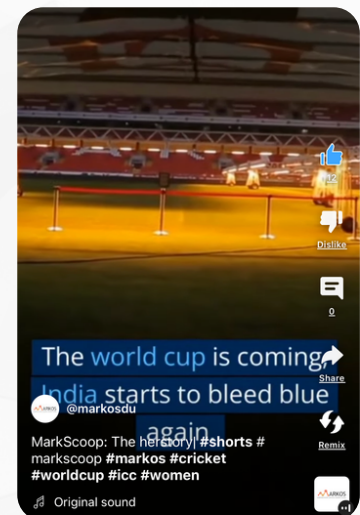
3. Packaging Vogue

We all know about the 4Ps of marketing. The first "P" or product includes a crucial element: packaging. Arguably one of the most important factors of marketing, packaging fleshes out the product while protecting it. In this video, Markos analyses the latest packaging of Mcdonalds', the TableBag. It is a limited-edition takeout box that helps the buyer to create a decent eating space. In addition to being easy to use and dispose of, the TableBag is 100% recyclable. It was launched during the Milan designing week together with Leo Burnett in front of an audience of more than 4 lakhs.



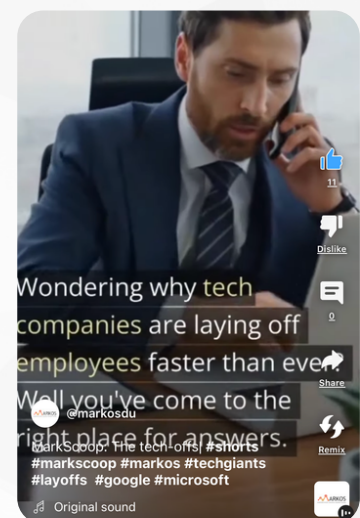
4. The Herstory

In a country, where cricket is worshipped as a religion and patriarchy is omnipresent, could we rely on Star Network to break our fall? Women's World Cup is here and star network is providing a full campaign on their digital network Disney Hotstar. Let's pray that our girls make history or dare we say Herstory. We appreciate the efforts of the campaign designers who show confidence and take a direct dig into the stereotypes of our society. However, the leading sponsors showed interest in women's sports rights which indicates a future which is female and the possibilities are endless.



5. The Tech-Offs

With tech companies laying off their employees in gigantic numbers, many economists believe that a global recession is likely in 2023. With Inflation increasing and the consumer demand's slope going downward, layoffs seem like an inevitable step. Even though the tech giants provided good severance pay, the tech firms have started to reduce their spending and brace themselves for the economic slowdown. This recession will put the perseverance of these companies to test. The aggressive hikes in the interest rate by the Federal Reserve were yet another reason behind such a mass lay-off.



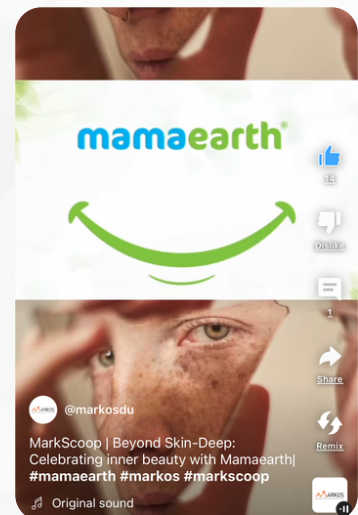
6. Adani vs. Hindenburg

After the tremendous move of the American company, Hindenburg Research, reporting the Adani Group of share ragging, Gautam Adani experienced a loss of 65 billion USD in a matter of three days and was thrown off from his rank of the third richest person on the planet. Gautam Adani refused this allegation and played a reverse card and accused the American company of being jealous and oppressive of an extensively growing Indian stock market, leaving them helpless. The markscoop tries to make its point on the most saleable and customary story of the year where some made it a national issue.



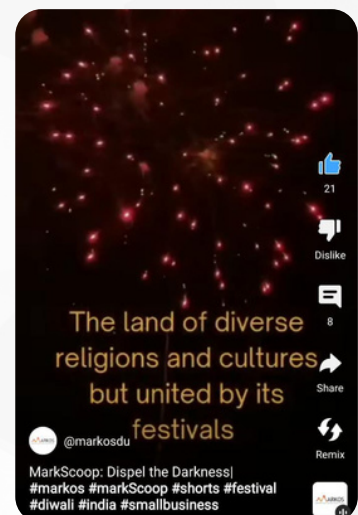
7. Beyond Skin Deep

Celebrating Inner Beauty with Mamaearth In a world where external beauty criteria are morphing their shapes fleetingly Mamaearth puts it down and lets you breathe fresh air. In their newest ad campaign, they very effectively touched the topics of morals and sentiments jinxed with their very articulate portrayal of the beauty that runs deeper than the skin and lies within you as they say #goodnessmakesyoubeautiful. Markscoop presents an exceptional marketing campaign conceptualised by Korra Worldwide Ltd which questions the notion of 'What is beauty?'



8. Dispel the Darkness

Diwali, the festival of light, is known to boost the Indian Economy by providing a hike in both consumers and employment on both online and offline platforms. This markscoop talks about the seasonal employment provided to local artisans. 'ASSOCHAM' estimates Indian festivities to be of a market size of more than 10 billion and provides employment opportunities to more than 4 million under schemes like 'Make In India' & "Vocal for Local'. It also encourages shoppers to go local instead of splurging on big corporations and greets our audience with a safe festive season.



INSTAGRAM

The Instagram handle of Markos is a bundle of hearth warming content that arouses the curiosity of the masses. Having the largest audience, fascinating content is always found on their page. From updates about upcoming events, marketing campaigns and strategies of brands, and promotional videos, they have it all under control. The innovative and inquisitive team managed to take the society to new heights.

1. Controversial Marketing

Controversial marketing is a double-edged sword that can either make or break a brand's reputation. It involves pushing the boundaries with provocative and polarizing tactics that generate attention and provoke strong reactions from the audience. Amul's advertisement 'Wuhan Se Yahaan' ignited controversy over being insensitive.

Credits: Apoorv Tripathi, Aman Shandillya



2. Competitive Positioning

This strategy, coined by Philip Kotler, is often overlooked by many entrepreneurs and business leaders. Once you understand it, you can define a positioning strategy for your brand, giving it a competitive edge and manoeuvre it into a position of strength. For instance, Nike and Adidas have established distinctive places in the minds of their target market.

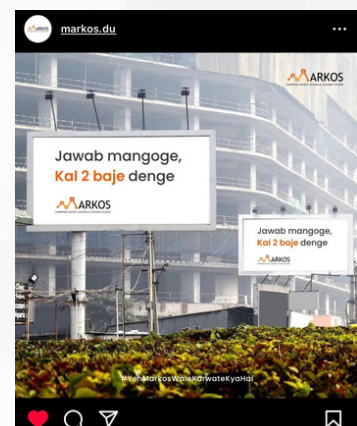
Credits: Soumyaa Gupta, Aman Shandillya, Apoorv Tripathi



3. Jawab Mangoge, Kal 2 Baje Denge

You can't buy engagement. You have to build it. Anyone who analyses modern marketing trends knows Real-Time marketing is king. In this post, Markos has attempted to take on the challenge to promote their open session inspired by Zomato and Blinkit.

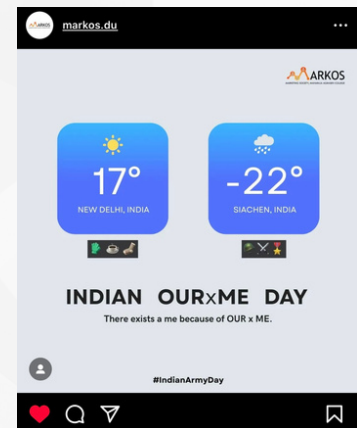
Credits: Apoorv Tripathi



4. Indian Army Day

There exists a me because of OUR x ME. As we bask in the warmth of our homes during the coldest January on record for Delhi, let us not forget the brave soldiers who stand guard in freezing temperatures. While we discuss politics and complain about mismanagement, they tirelessly protect our land day and night. MARKOS expresses its gratitude to these selfless guardians.

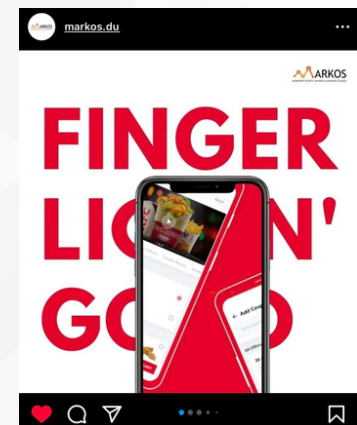
Credits: Apoorv Tripathi, Manav Singhal



5. Finger Lickin' Good

KFC is known for its fun, creative and engaging social media campaigns effective at generating buzz around its brand and products. One popular campaign featured the caption "Finger Lickin' Good" alongside mouth-watering images of their famous fried chicken. Another campaign encouraged customers to share their love for KFC by using #KFCBucketList.

Credits: Devanshi Gupta, Apoorv Tripathi



6. Naatu

You say bravo, we say bravado. We count it the same, if not more. Here's to claiming the #oscars2023 for the #dufestseason! Bring on the #naatu energy and let's conquer the marketing world! Markos is preparing for the upcoming Marketing Bravado 7.0 with enthusiasm and a touch of panache!

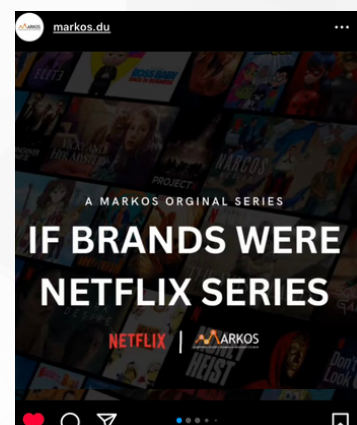
Credits: Devanshi Gupta, Arushi Mahajan



7. If brands were Netflix series

Can you imagine watching your favourite brand as a Netflix series? Well, Markos has curated some of their favourite brands as Netflix series, from the drama of 'Stranger Things' to the fashion-forward 'Emily in Paris'. Now what if MARKOS becomes a Netflix series? Sounds exciting, right? Check out the post to know more!

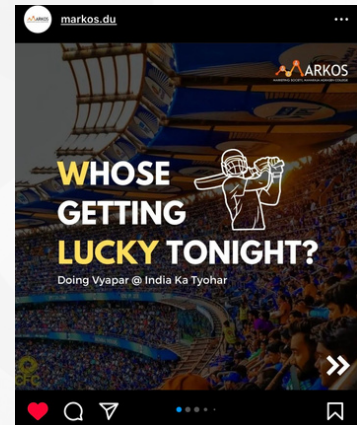
Credits: Arushi Mahajan, Apoorv Tripathi



8. Whose getting lucky tonight?

Doing vyapar at India ka tyohar i.e. IPL. MARKOS reveals the ins and outs of effective marketing strategies for fantasy apps including affiliate marketing and influencer marketing. For instance, Dream11 is one of the most well-known fantasy sports apps, with celebrities like MS Dhoni, as brand ambassadors.

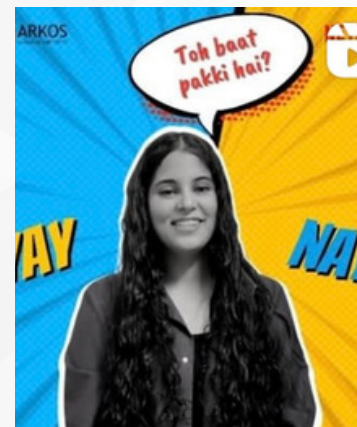
Credits- Utkarsh Pant and Akshat Gupta



9. "Netflix for All: Toh Baat Pakki"

Netflix India launched an ad campaign featuring several ads that showcased different people from different backgrounds enjoying Netflix shows and movies. The 2nd episode of Markos' exclusive segment "Yay! or Nay!" emphasizes one of the ads depicting a classic scenario of a bride and groom meeting for the first time, providing a glimpse of the brand's diverse content catalogue.

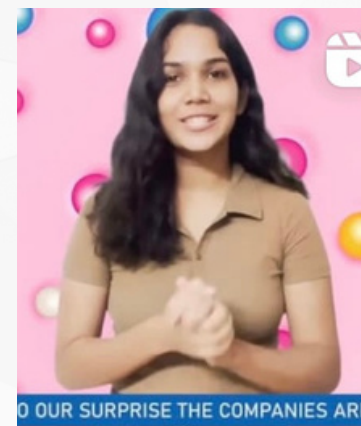
Credits- Abhishek Rana, Teesha Agarwal



10. "Go Cashless, Go UPI": The Future of transactions is here

A few players or companies may have recorded a decline in the profits since the adoption of UPI, but most candies like Pulse, for instance, were launched around the same time as UPI and yet managed to become one of the largest hard-boiled candy brands in India.

Credits- Aman Shandillya, Manav Singhal, Abhishek Rana



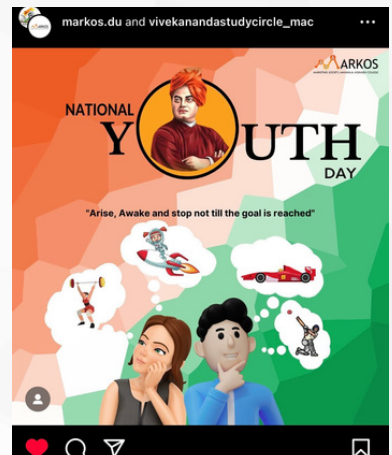
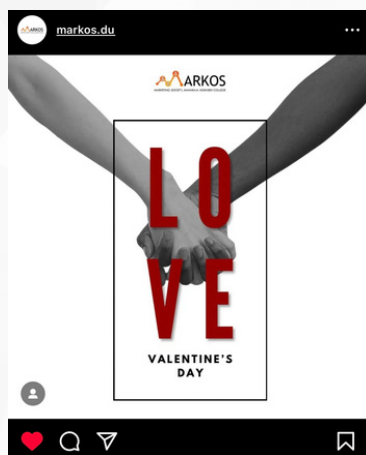
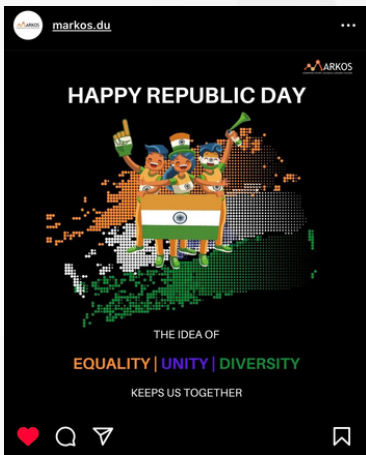
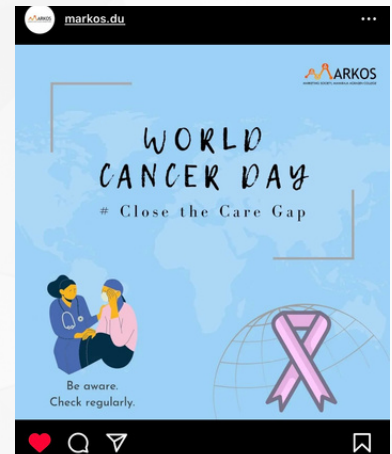
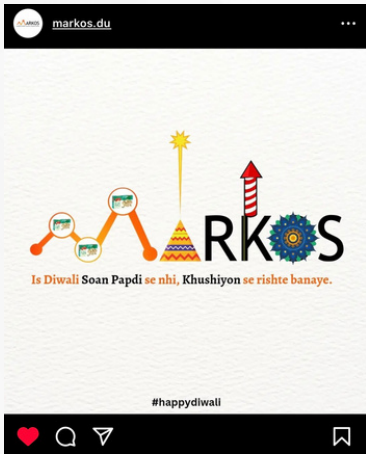
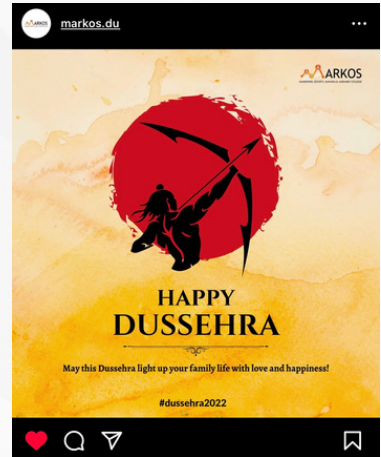
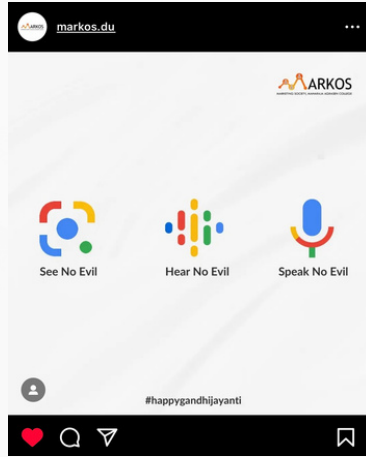
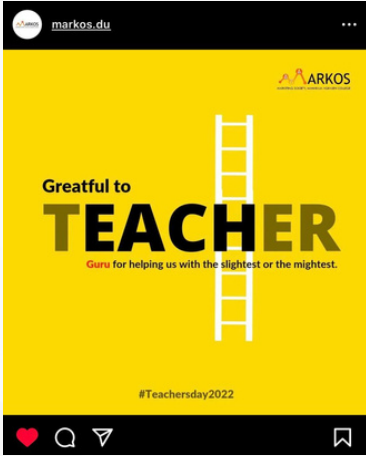
11. Goodness Inside

Markos is back with the last yet the most insightful episode of its "Yay! Or Nay!" series. This episode features the ad campaign by MamaEarth called 'GoodnessMakesYouBeautiful'. It makes the watchers reconsider their perception of beauty. Instead of associating beauty with physical features, this campaign adds comprehensiveness to the concept of beauty.

Credits: Abhishek Rana, Devanshi Gupta



#TRENDING



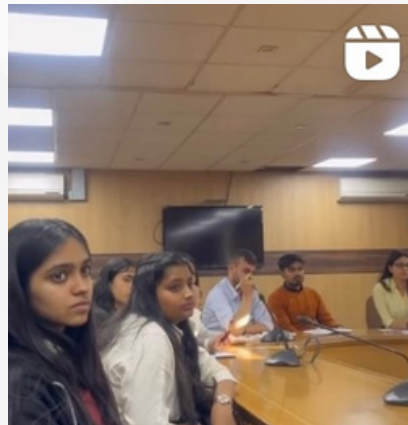
MARKREELS

The world of marketing is lively. Staying active and up to date with the latest trends is very critical. With the launch of reels on the Instagram platform has paved way for promotions, marketing and an unique way to interact with your audience. Markos made sure to not miss the room to manoeuvre the members to orient and master themselves with the modish mode of swift and appealing technique.

The reels have acted as one of the most promising methods to engage and communicate with our audience. Reels involved ideation, budgeting, casting, arranging props and equipments, acting, video editing and analysing algorithms and the latest trends of the social media. Evidently, reels were the best to reveal our various campaigns, events, sessions and workshops.

The most appreciated one out of the many reels which we posted throughout our session has to be the 'International Women's Day', the markreel with its creative idea, pitch and interaction with general audience and our members came out to be as an amazing idea. Other than that, promotion of the flagship event 'Marketing Bravado 7.0', pulling out successful events like 'Speakers' Conclave' and 'Markombat 5.0' smoothly.

Dynamism is our core characteristic, learning and staying updated from the futuristic trends is our goal. Campaigns like markreels are just checkpoints to our ambitions and learning.



CAMPAIGNS

1. Ye Markos Wale Karwate Kya Hai?

Students have had their notions regarding MARKOS since the very start. Some say, we teach marketing like regular lectures, or do real-time marketing or just be proud of being in Markos. So, to clear these doubts budding in the minds of our newcomers, before the MARKOS Selection Process, we released the 'YE MARKOS WALE KARVATE KYA HAIN' campaign where, after promoting our society through real-time marketing, we organized an 'Open to All' Open Session, where we introduced what MARKOS is all about through fun games and interactive discussions.



2. Women's Day

On the special occasion of International Women's Day, Markos released a reel video starring all the female members of the MARKOS FAMILY. In the video, the girls were asked quippy questions which were interesting and funny at the same time, for example, "What do you think of Durex ke Momos?" "How would you feel to star in an ad with Siddharth Malhotra?" and recorded the members' reaction. The campaign was successful with over more than 7k views on Instagram and was appreciated by many teachers, peers and fellow marketing societies.



3. Ma Aur Memories

Mothers are the backbone of every family. Without their unconditional love and support, life wouldn't be as beautiful. To showcase this love and gratitude we have for all mothers out there, MARKOS launched its Mother's Day Campaign, 'MAA AUR MEMORIES'. All the society members shared pictures of how they celebrated the special day with their moms. The photographs were then clubbed together and shared on the official Social Media pages of MARKOS, generating a lot of love and appreciation from our followers.



TWITTER

Twitter has been a platform where it can give information and knowledge to its audience. Twitter perfectly fits the phrase- "Talk less and say more" for Markos.

Credits: Sanchi Manchanda, Krish Vats, Sanchit Garg, Harshita Jain, Pratyush Tripathi, Sheelu Yadav, Vipul Bhagymani

1. Real Time Marketing

Want to know about the daily trending marketing news? Markos got you covered- be it the unbelievable achievement of Rinku Singh or the controversies sparked by Elon Musk, we got everything for you.



2. Markos Sensei

Markos educates the audience through weekly tweets about various marketing concepts. Wondering about cognitive dissonance? Check out Markos' Twitter for a deep dive into its meaning and significance.



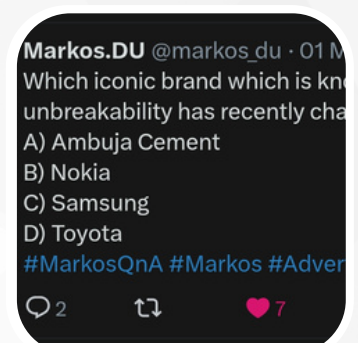
3. Markos Approves

Marketing is a race, where every brand uses strategies as their fuel. 'Markos Approves' is a campaign to analyse the methods. Exploration of such tactics helps to predict if the brand touches the finish line.



4. Markos QnA

Markos initiated a dynamic weekly Q&A covering taglines and the latest marketing news. The quiz includes queries about ongoing brand scenarios creating an enjoyable and informative experience for all.



EVENTS ORGANIZED

MARKOS STOCK EXCHANGE

Mock Stock, organized for the first time by Markos – The Marketing Society of our college, was a two-day event aimed at providing students with hands-on experience in stock market simulation. This insightful session was held on 25th and 27th September 2022. The competition took place in the conference room of our college, attracting participants from various colleges. It aimed to enhance participants' stock market skills and knowledge. The competition commenced with a quiz held on 25th September. The quiz consisted of 20 questions related to marketing and the stock market. The main event, the mock stock competition, occurred on the following day, giving participants the opportunity to engage in simulated stock trading activities. Through this, they learned about stock selection, analyzing company strengths, and maximizing returns on their initial portfolio investments. The mock stock competition proved to be a valuable learning experience for participants. They gained insights into how the stock market operates and took their first steps into the world of investing. Participants learned about selecting stocks and effectively analyzing company strengths to maximize their portfolio's returns.

The competition received an overwhelming response, with over 350 student registrations from more than 30 colleges and universities across India. The participants were divided into ten teams, and they actively engaged in the competition. The competition was conducted smoothly without encountering any glitches. The participants found the event incredibly knowledgeable and insightful, expressing their desire for more similar events that involve stock market simulations and exciting quizzes. The Mock Stock competition organized by Markos proved to be a successful endeavor. It provided students with practical experience in stock market simulation and helped them enhance their stock market skills. The positive feedback from participants indicates the event's success and the demand for similar events in the future. The Mock Stock competition stands as a testament to Markos' commitment to providing valuable learning opportunities for students in the field of marketing and finance.



MARKOS NAAC DISPLAY

The National Assessment and Accreditation Council (NAAC) visit holds significant importance for all colleges, as it evaluates their overall performance and accreditation status. The NAAC team thoroughly examined the infrastructure, including classrooms, laboratories, library, sports facilities, hostels and other amenities. The college's leadership was appreciated for their vision, efficient decision-making, and adherence to statutory regulations. As part of the NAAC visit, Maharaja Agrasen College showcased the growth and achievements of the college and its societies through visually appealing representation.

Our society performed great in the preparation and decoration for the NAAC visit to our college, we established a core team who were responsible for coordinating the preparation efforts. The team heads were Tanishka Verma and Khushi Jain, representing MARKOS in the NAAC visit. MARKOS selected a theme representing our society's values, vision and achievements. A line graph was utilized to display the progression of the society from the 2017 session to the 2022 session. This graph showcased various milestones, achievements and significant events that contributed to the society's development over the years.

Alongside the line graph, a series of photographs were exhibited, capturing the key moments and accomplishments of the society. These photographs included academic events, cultural festivals, community service activities and notable achievements of members of MARKOS. The visual representation of the society's growth through a line graph and the display of photographs provided a compelling testament to the society's achievements. The NAAC team asked a few questions to our team during the visit about the establishment of the society and the working of the society which were very well answered by the team heads.

Overall, the NAAC visit to Maharaja Agrasen College was a success, highlighting the college's commitment to quality education, research, and holistic development of students. The college's infrastructure, teaching-learning processes, research and innovation initiatives, governance and student support services were highly appreciated by the NAAC team. Our college received a good marking from the NAAC team. It was a great success for college as well as societies also.



SPEAKER'S CONCLAVE

Speakers' conclave was held on 13th February 2023 at Maharaja Agrasen College, University of Delhi. The event was organized by Markos- The Marketing Society of Maharaja Agrasen College. The event was a huge success, attracting several students from our college.

The objective of the conclave was to familiarize students with the importance of personality development and Career skills that will eventually contribute to their overall development and how they carry themselves in the real world. The hosts of the event invited the dignitaries to occupy the dais. Dr Natasha, Faculty Coordinator, welcomed all the dignitaries by felicitating them with bouquets and souvenirs.

The event further proceeded by inviting the first speaker for the day, Ms Monica Agarwal, an assistant professor at the New Delhi Institute of Management. Ms Monica gave insight into the buzzing topic of "Personality development" wherein she emphasized the need for an impactful " first impression.

The next speaker who came onto the podium was Ms Jyoti Kukreja Assistant professor at Jagannath International management school. Ms Jyoti had a very welcoming yet confident presence as she talked about the importance of "Winning Career skills" wherein she focused on skills for students that are necessary to develop professionally and enhance experiential learning. These skills can also teach students to think creatively, solve complex problems, develop analytical thinking and communicate efficiently.

Speaker conclave has always been a good platform for the newly joined and the existing batches of Markos to experience the norms of working society along we shaping themselves. The event was well-organized as the students and the Speakers were impressed with the level of planning and execution. The students found it to be a great learning experience.



MARKOMBAT 5.0

Markombat 5.0 was a two-day marketing competition held on the 6th and 7th of February 2023 organized by Markos – The Marketing Society of Maharaja Agrasen College, University of Delhi. The competition aimed to provide a platform for students to showcase their marketing skills and gain a comprehensive understanding of the working of brands and products. The event received a significant response from participants across various colleges.

Markombat 5.0 consisted of two rounds: the Quiz round and Mis-Matched. The participants were required to qualify for the Quiz round, which was conducted online. The top-performing teams from the Quiz round advanced to the Mis-Matched round. In Mis-Matched, participants were tasked with various marketing-related activities, including creating a marketing plan, conducting market research, making a sales pitch, and presenting their ideas to a panel of judges.

The participants demonstrated their knowledge and skills in marketing through their presentations and performances. The competition fostered healthy competition and encouraged participants to learn from each other. It offered them an opportunity to gain exposure to the marketing industry and learn from experienced professionals.

Markos has been organizing Markombat since 2019, even during the COVID-19 pandemic. Markombat 5.0 was a resounding success, receiving positive feedback from all dignitaries present. The competition showcased the excellent planning and execution skills of the organizing team. Participants thoroughly enjoyed the competition and found it to be a highly valuable learning experience.



MARKETING BRAVADO 7.0

With the commencement of the DU Fest season, Markos, the Marketing Society of Maharaja Agrasen College, organised the seventh rendition of Marketing Bravado. Marketing Bravado comprised two events: Life Size Games and Market Your Wits. These events were split into three rounds each; evaluating and assessing the analytical skill, professional ability and other values and ethics by putting the participants in fictitious social and corporate standpoints.



LIFE SIZE GAMES

'It is not what you sell that matters, as much as how you sell it!'

Life-size game, the first and foremost competition of the mega event, Marketing Bravado, conducted by MARKOS, the marketing society of Maharaja Agrasen College, was designed to unleash the hidden talent of ardent marketing students of the DU circuit.

This competition was designed to test the students' patience, intelligence and awareness about current business scenarios as well as their emotional quotient. It comprised three rounds, the 1st one being Snoop Loop: This was an interesting and challenging round where participants were given riddles related to several industries. They had to identify the industries and using the materials involved in it, they had to form the word MARKOS. On the basis of accuracy and speed, 10 teams were shortlisted for the further round.

The subsequent round of this competition was Twitter Round: An enthralling round in which every team was allotted a particular company and they had to roast each other on Twitter, by tweeting humorous comments on other companies' campaigns and products using #MARKOS23.



This round also involved Markos members as they roasted the companies as well, making this round more alluring. The final and the most electrifying round was the Dark Room: A thrilling round where participants had to face real-life market hardships as they stepped into the shoes of CEOs, CFOs and COOs of renowned companies. Encountered by 6 journalists in a dark room, they were supposed to respond to their questions and deal with the criticism against their companies. As they made their way to the room, they were met by news reporters, human rights activists and protesters protesting against their campaigns.

MARKET YOUR WITS

“The true sign of intelligence is not knowledge, but imagination.” As a part of Marketing Bravado 7.0, the Marketing Society of Maharaja Agrasen College, Markos, organized ‘Market Your Wits’. The event was held on March 28, 2023, the second day of Yuvaan.

The preliminary round of the event tested the analytical and problem-solving skills of the contestants. The contestants had to reach a specific location through a series of clues. The second round was an auction round where the participants had to bid for a product and a brand ambassador. However, there was one catch. While there were eleven products, only ten brand ambassadors were available. This kept the participants on their toes and prevented them from waiting till the end of the auction to make their purchase.

The participants then had to prepare a pitch to market their product. Exceptionally cohesive pitches with inventive presentations and artful logos were presented to the judges by the participants. The adherence and allegiance of the participants towards their pitch was as big as life. The teams went on to persuade the judges to invest in their business. Although there were several admirable pitches, the best three were awarded.

Overall, the event was a colossal success with the participants flaunting their incredible quick-mindedness, creativity and innovation and the ability to think out of the box while still staying relevant.



ALUMNI CORNER

ALUMNI SPEAKS



When I joined the college, I saw a quirky poster of Markos on the college notice board and I knew that Markos was the place for me. From organising fun marketing events to being the Editorial Head and learning a lot of things not just about marketing but also about myself. When we say 'Everyone's a marketer, we just give you a push', the core purpose of Markos is to push everyone to the best of their abilities. Go Markos Go!!!

-Aarushi Kapoor

If someone were to ask me how one can make the most of their college years, I would have shared these 3 mantras with them -
Have a lot of fun, Explore a lot of new things, and Build great relationships. Believe me, these things become a lot easier when you are part of a society like MARKOS. Another thing you're gonna cherish once your college life is over is 'The relationships you built with others'.

-Suraj



Describing my profound connection to Markos, my happy place in MAC, is a challenge as words fail to capture its significance. During my two-year journey within the society, I underwent a vital transformation that addressed the parts of myself I yearned to change. The essence of any society lies in its people, and in the case of Markos, it is the enthusiastic members who bring it to life.

My heartfelt wishes of good luck to the entire team!

-Gunjan Makhijani

ALUMNI SPEAKS



When we started Markos, the ultimate agenda was to create a community of enthusiastic students who aspire to be budding professionals. We always attempted to make the community understand that Marketing is not rocket science, but albeit a part of life, hence operating on the motto "Anyone can be a marketer, we just give you a push". The kind of activities that Markos today is doing are wonderful and deserve much applause.
-Shivam Gopal Periwal

Markos has been very special to me. I learnt the most important soft and hard skills during my time with Markos. I have seen people who have pushed their limits very hard in order to deliver the best for Markos. I am proud to see how Markos has played a crucial role in helping people identify their interest and develop their careers out of it.— A proud former President.

-Bhargavi Aggarwal

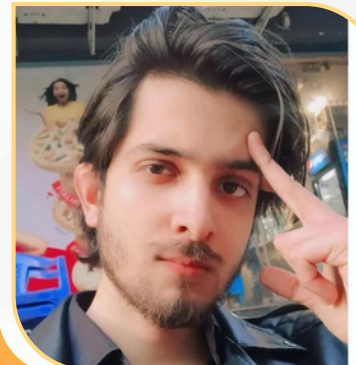


I joined Markos and that was probably the best decision of my college life. This small little space surprisingly taught me way more than any lecture could. These 3 years were exceptionally amazing and I wouldn't have it any other way. Kudos to the entire team for keeping the creativity within Markos. I'd end this by saying- Thank you, Markos!

- Anushka jain

With every feat that Markos achieves today, it makes me proud & emotional. It all started with genuine efforts to bring along marketing enthusiasts and host sessions to learn, teach and celebrate marketing. It makes me immensely proud to see Markos scoring high in all professional aspects as a society. With such great passion & team, Markos awaits greater times and feats to achieve.

-Varun Pandey



SESSIONS

STARBUCKS- MORE THAN A COFFEEHOUSE SESSION

The members were given in-depth exposure to the strategy of Starbucks. The session covered topics like How Starbucks is a coffeehouse acting as the bank, explaining its financial Model, Marketing Model, and Strategies to capture the market.

They were given examples of some famous brands in the market trying to replicate the same strategy in their own business. To make the session lively and interactive, members were divided into two teams and introduced an activity. The individual teams were then given an MNC, namely McDonald's and Ikea.

Just like how Starbucks delved into the finance industry apart from being just a coffeehouse, the teams were asked to replicate the strategy and brainstorm for their assigned brand to establish their brand's presence in an entirely different industry.

The first session of the year was presented by Krish Vats and Ujjawal Agarwal.

UBER SESSION

At Markos, we believe in imparting practical skills to our members, enabling them to develop problem-solving and critical-thinking abilities. Keeping the same vision in mind, Markos conducted a case study competition where the renowned cab service company UBER faced high cancellation rates due to the personal interests of the drivers. To find the solutions to the given problem, the members were divided into groups and each group came up with unique yet reasonable solutions such as incentivizing drivers to completion of a specific number of rides, imposing a cancellation fee on customers, debaring drivers upon reaching a specific number of cancellations, giving gift vouchers and discount coupons to customers for completing a particular number of rides, etc. Each solution was discussed and critically analyzed. Sessions like these are conducted in Markos regularly to continue our learning journey. This session was ideated and executed by Rishi Malhotra.



COCA COLA SESSION

The session on "Why New Coke Failed" was conducted by Aman and Arpita. The primary objective of this session was to explore the historical case study of the failed introduction of New Coke by the Coca-Cola Company and understand the effects of major changes in business strategies.

The session was highly informative and thought-provoking, which provided a comprehensive analysis of the New Coke case study. In 1985, the Coca-Cola Company replaced its original Coca-Cola formula with the sweeter New Coke. The New Coke debacle remains a prominent cautionary tale, emphasising the importance of understanding and respecting customer sentiments in marketing decisions.

The session successfully highlighted the significance of understanding consumer behaviour and the potential consequences of major changes in business strategies.

CANVA SESSION

The highly anticipated Canva Workshop, led by Krish Vats took place on 26 January 2023. The workshop was really great, giving attendees a comprehensive overview of Canva and its features. He has spent a considerable amount of time covering the basics, ensuring that even those with limited knowledge of the platform can keep up.

Krish's approach is commendable as he effortlessly transitions from basic tips to more advanced techniques that cater to the varying skill levels of the participants. This gradual content development has made the workshop accessible to all, allowing everyone to derive immense value and knowledge from it.

Overall, the Canva workshop led by him was an outstanding learning experience. It provides a valuable platform for individuals to improve their Canva proficiency, keeping attendees inspired and equipped with practical skills to carry out their creative endeavours.



COLLABORATIONS

"Communication and collaboration" -- are the two Cs that make up an important component of marketing and business in general. Markos got an opportunity as well to collaborate with brands and learn about various marketing tactics.

Vivekananda Study Circle (National Youth Day)

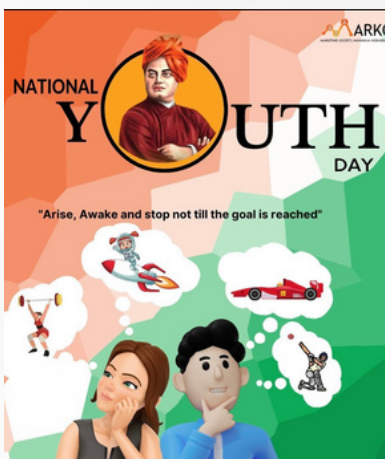
National Youth Day is celebrated in India on January 12th each year to honour the birthday of Swami Vivekananda, a renowned Indian philosopher and spiritual leader. The day aims to inspire and motivate young people to contribute positively to society and follow the principles of Swami Vivekananda. Markos collaborated with Vivekananda Study Circle of Maharaja Agrasen College to celebrate and tell more about this auspicious occasion through our social media platforms such as Instagram.

Yuvaan 2023

Yuvaan, the cultural fest of Maharaja Agrasen College, was held in March. Various cultural societies in our college organized many engaging events. Markos, the marketing society of Maharaja Agrasen College, was in charge of getting sponsorships and promoting our fest. We, the members of Markos, organized two events on two different days: market your wits and life-size games. The promotion done by Markos resulted in the success of Yuvaan as a whole. The events organized by Markos got a huge response and several registrations as well.

Speakers' Conclave

Together with Eminent strategy, Markos convened a speakers' conclave that went off without a hitch. We had the honour of hosting two well-known speakers who helped our audience have a more insightful day through their knowledge. Additionally, Markos provided their audience with information on how to seek a career in marketing and the industry's prospects.



COLLABORATIONS

Mercadeo, College of Vocational Studies

DAY1

Incendo's inaugural day, orchestrated by CVS, DU Mercadeo's Marketing Society, hit the mark with resounding success. The event spotlighted two captivating games - Game of Life and Adverse - providing a stage for participants to flaunt their marketing prowess. Game of Life's three rounds, with catchy titles, challenged teams to endorse unconventional products creatively. The game- Adverse, starting with the "Roll and Grow" segment, evolved into brand clashes and social media troll scenarios. The final "Marketing Mayhem" round had participants strategizing as PR teams to restore a company's image. Combining thrill with education, Incendo shone as an exceptional event, igniting participants' marketing passion and expertise.

DAY2

Markos, the marketing society of Maharaja Agrasen College, University of Delhi, attended the second day of Incendo by Mercadeo, College of Vocational Studies. A live music festival, featuring singer Kushagra Dudeja, preceded the captivating speaker's session. Ananya Narang, Shrey Deepum, and Paritosh Anand discussed cutting-edge digital marketing trends, including AI, influencer marketing, and personalized strategies. TEDX performer Naman Khanna wowed the audience with astonishing magic tricks after the enlightening talks.

DAY3

On the third day of Incendo by Mercadeo, the marketing society of the College of Vocational Studies, Delhi University, Markos participated. Markos, Marksoc (Shaheed Bhagat Singh College's marketing society), and Mercadeo joined for an engaging session of fun games and a panel discussion. The event fostered camaraderie as members enjoyed games and shared experiences. The panel discussion unveiled each society's accomplishments and journey. Seniors recounted their efforts for society's growth, while presidents highlighted successful leadership strategies and year-long ideas. The day concluded with a gratitude-filled vote of thanks, offering both knowledge and bonding for all participants.



ACHIEVEMENTS



Abbey Thom Sunil

Award of Excellence
Sarvashreshth Samayojak Award



Manya Prasad

Market Mania- Entruezest (1st)



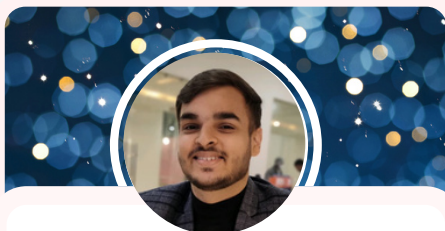
Khushi Jain

Hedge the market (2nd)
Charades court (1st)



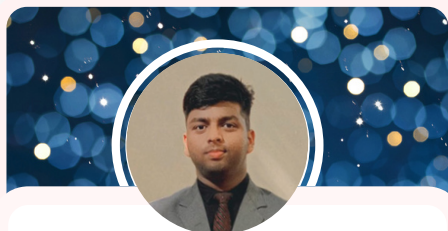
Krish Vats

Hedge the market (2nd)
Charades court (1st)



Apoorv Tripathi

Market Mania- Entruezest (1st)
Astraverse (1st)



Divyam Mahajan

OTT Video (1st)
Tedx Talk (1st)
Poster in Hindi (2nd)
Videography (2nd)
Meme SRCC (2nd)
Content Writing (3rd)

ACHIEVEMENTS



Sanchi Manchanda

Market Mania- Entruezest (1st)



Ujjawal Agarwal

Market Mania- Entruezest (1st)



Aditya Jain

Crusade'23 Ad-diction (3rd)

Crusade'23 Dinero (1st)



Utkarsh Pant

Consilium'23-NSUT
(Best Interjector)

PHOTO GALLERY





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