



Don Bosco Institute of Technology

Colosseum 2021

Report on “ MARKETING MAESTRO“

Objective:

- To make the students hone and increase their marketing skills and ideas.
- To increase the soft skills of the students and make them apply during the competition.
- To help them brainstorm about the given product and how to publicize it virtually.
- To make them understand how to market and analyze the given product as per the customers' needs.

Outcome:

- Students will be able to market and publicize any given product with ease.
- They will understand the important aspects which attract the customers most.
- Students will be able to market the given product to any customers with full confidence.

Date and Time: 24th March to 31st March 2021

Number of Registrations: 23

Description: An event where you can show your marketing skills and ideas. Every participant is assigned a product that they have to publicize and market to all the people around you whether you know them or not and gather their votes..The one who gains a maximum number of votes wins the competition. Every participant will be given a common colosseum web page link where all their products list is posted. The colosseum website shows participants' products as like and dislikes button count, which is a factor for result.

● **Challenges faced:**

- Bringing in students for getting registration.
- Making understand the participants how to use the website to publicize.

● **Key factors for the success of the event:**

- The enthusiasm and willingness of all the participants to participate.
- The diligence of the organizing team during the event.

● **Individual learning in organizing the event:**

- Getting to know how to manage an event online.
- Distributing the workload properly.

- Team management skills.

Winners:

1st: Komal Liddar

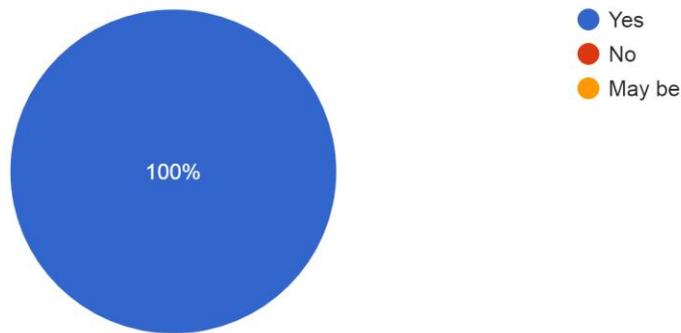
2nd : Raiden

3rd: Atharva Mohite

Feedback:

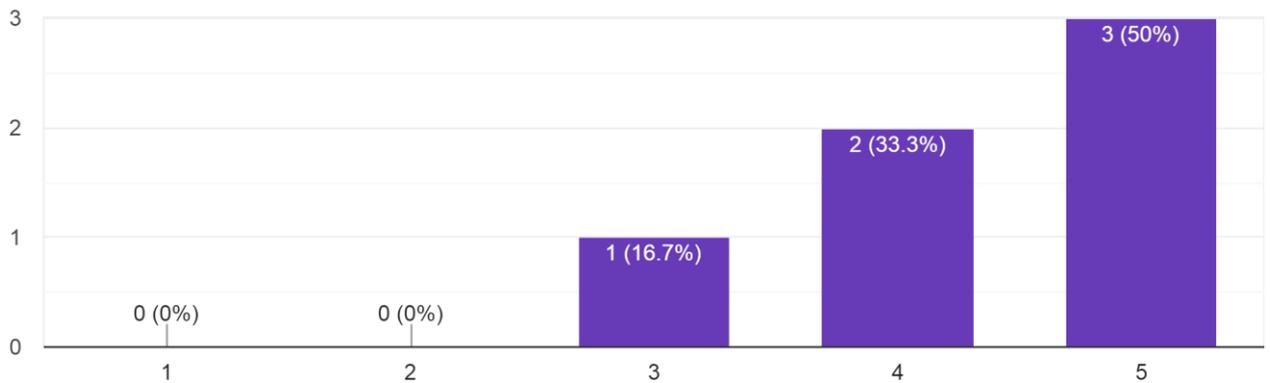
Information covered was consistent with the events objective

6 responses



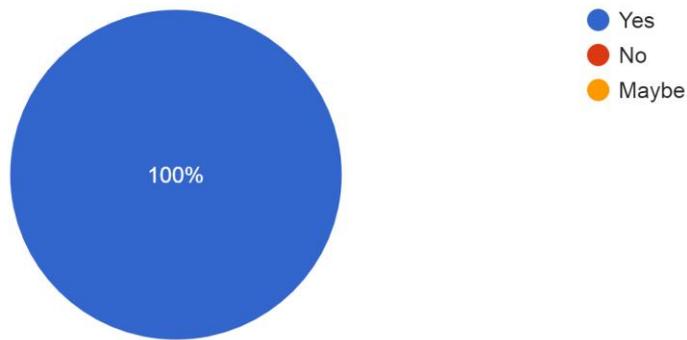
Information discussed was relevant and valuable

6 responses



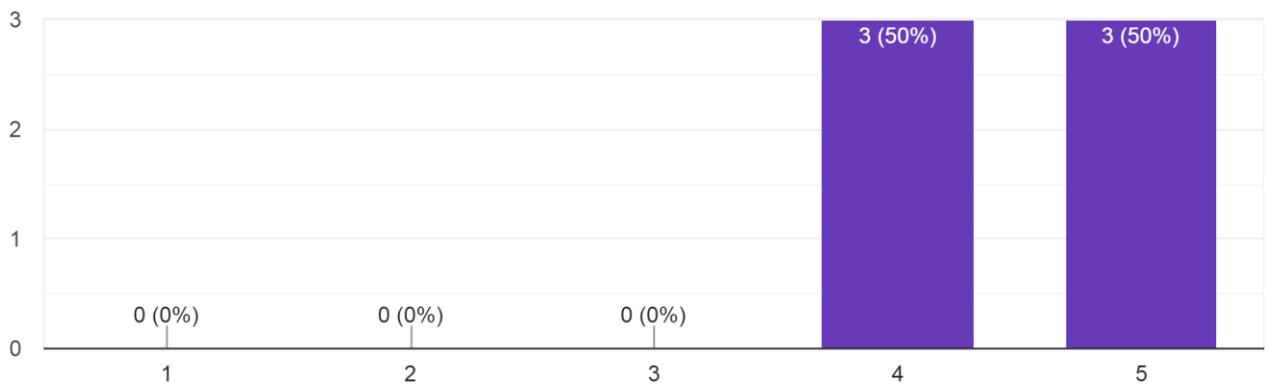
The flow was in an organized manner

6 responses



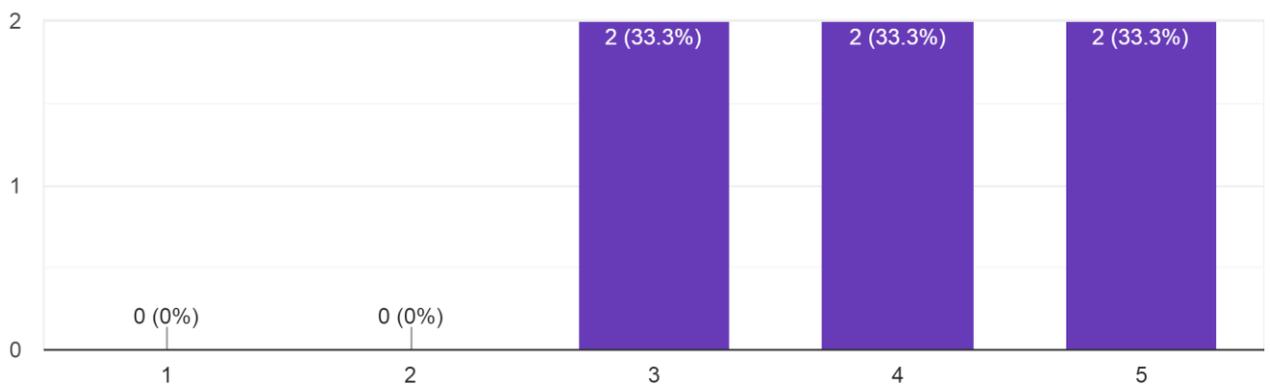
Information was clearly explained

6 responses



Participants questions were clearly answered

6 responses



Collage:

A collage on a teal background featuring various marketing icons: a whiteboard on a stand, a pie chart with a circular arrow, two speech bubbles, a megaphone with radiating lines, a funnel, a magnifying glass, and a tablet displaying a bar chart. At the top, there are logos for 'TECHNOLOGY FOR THE YOUNG DBIT' and 'COLOSSEUM'. The text 'E-Cell presents' is above the main title 'MARKETING MAESTRO'. Below the title, registration details and prize amounts are listed.

TECHNOLOGY FOR THE YOUNG
DBIT

COLOSSEUM

E-Cell presents

MARKETING MAESTRO

Registration Fee: ₹40
Registrations end on 23rd March

First Prize: ₹2000
Second Prize: ₹1200
Third Prize: ₹700

For more details contact:
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