

LJMBA

MARKATHON – Marketing Hackathon

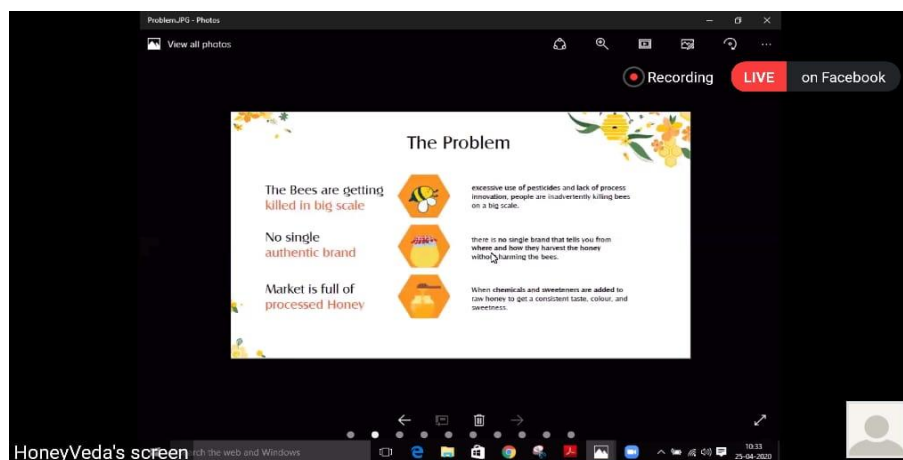
Introduction

With the aim to bring innovative solutions to marketing problems like product development, pricing, promotions, distribution channel, and commercialization. BRAHMASTRA – THE MARKATHON (where MARK stands for Marketing and ATHON stands for Hackathon) is conceived to deliver marketing solutions to industries, SMEs, and start-ups in need of marketing services.

There was a start-up company that approached the institute to fetch marketing services in the area of distribution channel management and marketing communication. The company named is Honeyveda. The process adopted for Markathon was:

Process

1. The company introduced itself on 24th April 2020 to faculties of marketing. In this meeting company shared its story of establishment, current scenario of the company, its challenges and problem areas. Next day i.e. on 25th April 2020 these details were shared with students by company representatives itself. The number of students participated in this activity were 235 which were divided into 47 groups.
2. The participants were given 3 days 26th – 28th April, 2020 for preparation and solve the challenge provided by company. During these days mentoring sessions of industry experts were conducted. The participants were free to explore any source to solve the challenge. The participant groups prepared power point presentation of their solutions.
3. The groups will make presentation on the solution to the company and external experts. Ten minutes presentation time and five minutes question and answer time was provided. The company representatives will select the best team on the basis of criteria of problem solving, innovation and best ideas. All the presentations of hackathon were sent to company representatives.



This activity was done entirely online due to lockdown using Zoom Cloud Meeting.

