

**Sacred Heart Institute of Management Studies**  
**Sacred Heart College (Autonomous) Tirupattur – 635601**  
**Club Activity Report – 27.08.2019**

Activity : AD ZAP  
Organized By : Marketing Club  
Time and Date: 02.00 P.M- 4.00 P.M, 27.08.2019

On 27th of August 2019, the Marketing Club of II MBA organized ADZAP competition for the students of II MBA at Zatti Presentation Hall, John Med Block, Sacred Heart College, Tirupattur. The day was allocated only for the activities relating to creation and execution of innovative ideas regarding ADZAP through which the students were given the opportunity to learn more by doing what they had studied and get enriched in knowledge. The activity organized was also of stimulating the interest in the students to learn in a more creative manner and enable them to think out of the box. The students were divided into nine different teams with unique names given to them. They were given a theme upon which they had to perform and exhibit the given theme. The themes given were of common nature like advertising the household appliances, sports articles, Apparels, Boutique, Confectionery items, Personal care products, Beverages, Health care products and Detergents.

The entire event was organized by the marketing club members and Dr.R. Arockia Mary. The club activity coordinator Prof. Lawrence delegated the tasks to the students and made sure that everything went on well. The students were energetic to participate in the competitions. Each team was judged under certain criteria such as the creativity, time management, proper execution of the theme and coordination among the members of the team. Fr. Sajan, Dr. Sasiganth, Prof. Alexander, Dr. R. Arockia Mary and Prof. Praveen were the judges for the competition. Every team performed better than the others. The first two top scoring teams were awarded with prizes. At the end, Fr. Sajan M. George had congratulated the teams for their innovative performance and had special words of appreciation to the organizing team too. The teams were Silicon Star, Bixmania, Lucent, Stackgeeks, Vowels, Webflux, Infoways, Smarther and Adit. These names are the topping Digital Marketing Companies in India.

