

PIMR Marketing Club (M-Hi) 2019-2020

S No.	Name	Date	Class	Title/ Event
1.	Mr. Pradeep Mahaur Co-founder of TM2 Digital and Director at Arise Infra	4 th Sep 2019	MBA MM III MM A&B	Digital Media is Changing Global Business Environment: Are U Ready?
2.	Mr. Amber Arondekar (Cofounder, Impact Learning), Dr. Amit Solanki (Dean, Vinayak Netralya)	25 th Sep 2019	Inaugural of Marketing Club	Marketing as an Carrier and Motivation is important achieving the objectives
3.	Mr. Ashish Kaloya , Vice President of Graph Root	11 th Oct 2019	Session	Digital Marketing and Importance
4.	QUIZPICABLE ME-DO U HAVE THE 'M' FACTOR"	12 th October 2019	Quiz contest for MBA All programs	Marketing Quiz
5.	Children's Day Celebration	14 th Nov 2019	Slum area kids	Retail marketing fest and Donation of Cloths and toys with kids
6.	Mr. Harvinder Singh, Country Manager-United Airlines Business Services	18 th Jan 2020	MBA MM II Sem MBA IB II	Meditation is important for balance life.

Changing Global Business Environment: Are U Ready? By Mr. Pradeep Mahaur

Marketing Club (M-Hi) organized on 4th Sep 2019 a session on **Changing Global Business Environment: Are U Ready?** for MBA MM III sem students for their preparation of placement. **Mr. Pradeep Mahaur** Co-founder of TM2 Digital and Director at Arise Infra was the resource person for this session. He has taken 1hr session for students; in which he has divided the sections in two ways; one was Changing global scenario in digital marketing and second was question by students regarding social media awareness and the placement preparation. 180 students have participated in this session and prepared themselves for achieving targets in digital marketing placements. Dr. Satnam Ubeja (Coordinator) has shown her gratitude by presenting a floral bouquet to **Mr. Pradeep Mahaur** and A token of remembrance was presented by Dr. Tarun Kushwaha and Vote of Thanks was delivered by Dr. Satnam Ubeja (Coordinator Marketing Club).



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Marketing as an Carrier and Motivation is important achieving the objectives by Mr. Amber Arondekar and Dr. Amit Solanki

Marketing Club (M-Hi) has organized inaugural function of club with batch 2019-21 with the interactive session on Marketing as carrier and motivation is important achieving the objectives. Mr. Amber Arondekar (Cofounder, Impact Learning), has given insight of the students, motivate to achieve the objectives of their carrier in marketing on 25th Sep, 2019. The another guest speaker was Dr. Amit Solanki (Dean, Vinayak Netralya) has shared their thoughts and experience with the students how they can change their life with the multiple learning's of life. He has shared his experiences and challenges of life and motivated to the students how could they manage their life and overcome their weaknesses. Session was a two-way interactive session and 240 students of marketing club who were present in the hall have deeply contributed in it to make a grand success.

Dr. Satnam Ubeja (Coordinator) has shown her gratitude by presenting a floral bouquet to Dr. Amit Solanki and Mr. Amber Arondekar, token of remembrance was presented by Dr. Ajit Upadhyay and Vote of Thanks was delivered by Prof. Prayatna Jain .

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MARKETING CLUB



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PIMR MARKETING CLUB





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Digital Marketing and Importance - By Mr. Ashish Kaloya

A Marketing Club (M-Hi) organized on 11th Oct 2019 a session for importance of Digital marketing for MBA I sem students for their preparation of SIP. Mr. Ashish Kaloya Vice President of Graph Root was the Trainer for this session. She has taken 2hrs session for students, explain the current scenario of the Indian market with respect to digital marketing , social media and motivated to the students to prepare for Indian market. He has also explained the competition scenario of the FMCG market. 210 students have participated in this session and prepared themselves for SIP. Dr. Satnam Ubeja (Coordinator) has shown her gratitude by presenting a floral bouquet to Mr. Kaloya and A token of remembrance was presented by Dr. Tarun Kushwaha and Vote of Thanks was delivered by Dr. Satnam Ubeja.



QUIZPICABLE ME- DO U HAVE THE 'M' FACTOR" : Marketing Quiz

Marketing Club (M-Hi) has organized the marketing quiz for all the courses of MBA on 12th Oct 2019 in PG campus CH. We have selected 15 teams of 3 students in each. We have planned 4 rounds of the quiz, first was written round in which was based on MCQ. Out of 15 teams, we have short listed 6 teams. second round was based Logo of different brands and shown by projector and they have solved one by one. In the third round 4 teams were short listed and this round was based on tag lines of different brands, solved by teams one by one. Last round was based on advertising campaign and teams have chosen their own theme and made advertisement and shown in front of faculty panel, 3 faculties were in the panel, Dr. A Hyde, Dr. V. Choudhary, Prof. A. Dubey. First winner team has got cash prize of Rs. 1500/, Second won 1000 Rs. And third got 500 Rs.

Prize and certificates distribution ceremony was done by faculty panel. Vote of Thanks was delivered by Dr. Satnam Ubeja (Coordinator- Marketing Club)







Children's Day Celebration 2019 by Marketing Club

Prestige Institute of Management and Research in Association with Marketing Club organized children's day celebration on 14th Nov 2019. This event basically organized to do some work for social cause. Students have collected old clothes and toys form students and faculty too. They have invited all slum area kids to enjoy the shopping like shopping mall. We have organized different stalls of cloths and toys and give all kids to 1-1 rs coin and they have choose their own cloths, trail also given by students help and they have purchased that product from the stall and enjoyed the independence of decision making and lots of fun. Massage have passed by students to do SEWA or social cause do donation if you have rejected something may give more happiness to others face , or help for Others.







A Session on Meditation is important for balance life. by- Mr. Harvinder Singh,

A Marketing Club (M-Hi) organized a open discussion with Mr. Harvinder Singh Country Manager-United Airlines Business Services and students on 18th Jan 2020 on the topic of Meditation is important for balance life. Mr. Singh has discussed with students that how meditation is powerful for the balance life and focused on young populations' choice and their carrier options. He has shared some experiences of the meditation, yoga and his learning with students and students have discussed with him many queries. The whole session was a two-way interactive session and 100 students of marketing club who were present in the hall have deeply contributed in it to make a grand success.

Dr. Y. Phatak Director has shown her gratitude by presenting a floral bouquet to Mr. Singh and A token of remembrance was presented by Dr. Satnam Ubeja and Vote of Thanks was delivered by Dr. Ajit Upadhayay .





