



# The Marketing Society Gargi College

# 2020-2021



## Ebullience

THE MARKETING SOCIETY  
GARGI COLLEGE  
presents  
*Ebullience'20*  
**ADstract**  
Build Your Own Brand

28th October 10 am 1-3

Your favourite characters have stolen the screen space, now it's your time to rob the competition with creation and innovation.

for further queries

The Marketing Society Gargi College  
Aradhana Joshi 7534040498  
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tms.gargi

THE MARKETING SOCIETY  
GARGI COLLEGE  
presents  
*Ebullience'20*  
**LevelUP**  
Feel the Adrenaline Rush!

Join us in this battle of wits to design the most imaginative ad campaign. Brace yourself for a ride into an uncharted territory of marketing, games and lots of fun!

ONLINE EVENT  
OCTOBER 27 10AM  
1-3 PARTICIPANTS

In case of any queries contact  
Sarakshi Kapoor 9871870879  
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tms.gargi  
The Marketing Society Gargi College

THE MARKETING SOCIETY  
GARGI COLLEGE  
presents  
**TWENTY-20**  
KAUN HAI CON?  
ONLINE CASE STUDY COMPETITION

Prepare yourself to fathom another exciting case study which will leave you stupefied.

1-3  
10 AM  
26th October

Pinaax Sidhu 7023943601  
Tuba Nadim 9899311149  
The Marketing Society Gargi College  
tms.gargi

Due to the prevailing situation of COVID-19, all four events of Ebullience'20 including the closing ceremony which used to eventuate in physical mode only were conducted through Google Classroom and Cisco WebEx.

The annual marketing week started with its first event on 26th October, 2020 'Twenty-20' Kaun hai con?', a case study event based on how marketing is cleverly used in the world of politics, sports and crime. On 27th October 2020, we had the second event 'Level Up - Feel the Adrenaline Rush', an event for all the gamers to showcase their talent by designing the most imaginative Ad campaign.

On 28th October 2020, we had the last online competition 'ADstract - Build Your Own Brand', a crowd-puller event to test the creativity and innovativeness of the students and their ability to devise a display advertisement for a new product/service created.

Each event allowed inter-college teams with 1-3 members only.

# 2020-2021



## Alohomora

THE MARKETING SOCIETY  
GARGI COLLEGE  
presents

*Alohomora '21*

### ROGUE CO.

The Dichotomy of Endings

Crazy about suspense? Do challenges excite you? Well the Rogue Co. is the place for you. Mark the date because a day like this doesn't come often.

1-3 PARTICIPANTS ONLINE EVENT  
12 P.M. ONWARDS 28 FEBRUARY 2021

For Queries Contact: Saloni Juyal: 8448375014 Shubra Joshi: 9870522847

For More Updates, Follow: tms.gargi The Marketing Society, Gargi College

ALOHOMORA' 21  
MAGAZINE

EVOLUTION OF MARKETING: A PARADIGM SHIFT FROM CONVENTIONS TO INNOVATIONS

1st ISSUE  
MARCH 2021

In an unprecedented marketing move, TMS Gargi has set up camp in Mars. Yes, you read that right! Marketing is truly going out-of-the-world now!

THE MARKETING SOCIETY  
GARGI COLLEGE  
presents

*Alohomora '21*

### CLUeminati

Chase to the unknown!

DATE : 28th February 2021  
DAY: Sunday TIME : 12 PM

TEAM SIZE : 1-3 Members  
VENUE : Google Meet

FOR FURTHER QUERIES, CONTACT:  
CHHAVI SINGH - 9026377491 PALLAVI TANDON - 9927946333

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With Alohomora always being offline, this year we held the events of Alohomora in online format due to the prevailing covid situation. The case study and crowd puller events, namely Rogue co. and Clueminati respectively, witnessed around 200 participation responses. The team hosted the events on Google classroom and the closing ceremony was huge as ever with the presence of Mr. Suhel Seth and Prof. Mithileshwar Jha, and our society released its first ever MAGAZINE issue under the theme of the year, Evolution Of Marketing; A paradigm shift from conventions to innovations.

THE MARKETING SOCIETY  
GARGI COLLEGE  
presents

THE CLOSING CEREMONY  
of  
*Alohomora '21*

The Evolution of  
Marketing  
A paradigm shift from  
conventions to innovations

01 March 2021  
10:30 am  
Cisco Webex

PATRON  
Dr. Promila Kumar  
Principal, Gargi College

CHIEF GUEST  
Prof. Mithileshwar Jha  
Co-Author, Marketing  
Management,  
IIM Bangalore Emeritus

GUEST OF HONOUR  
Mr. Suhel Seth  
Founder and Managing  
Partner, Counselage

FOR FURTHER QUERIES, CONTACT:  
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SANDALI SILVA (CO-CONVENOR):9718349477  
ZYNUB ZAREEN (CO-CONVENOR):7006529920

zynub Isha Sinha Mithileshwar Jha sandali silva Suhel Seth

MR. SUHEL SETH  
GUEST OF HONOUR

- CEO of Counselage, a branding and marketing consultancy.
- Principal brand advisor to MNCs such as Vodafone, Coca Cola and Diageo
- Chairman of the Branding Committee of India's foremost business chamber CII for the year 2020-21.
- Author of three national best-seller books, is a well-known television commentator, a prolific actor both on stage and screen
- Boards of Samsung India and International Tractors Limited