



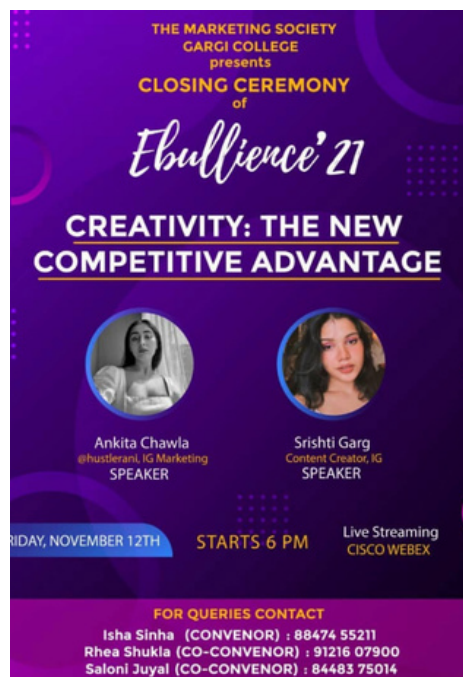
The Marketing Society

Gargi College

Ebullience

Ebullience'21, the online marketing week, witnessed the participation of over 180 students from numerous colleges in Delhi University, IITs, BITS Pilani, and many more.

The event spanned over three days and had three events including the closing ceremony that was conducted over online platforms.

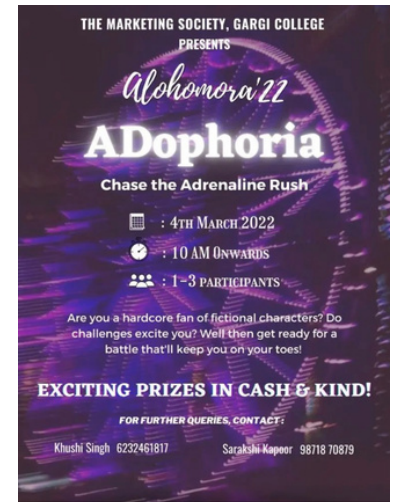


In 2021, creativity and originality acted as the USPs of content creation. With most of our time spent on social media, scrolling through influencers, marketers, content creators, and other entertainers, helped us survive the pandemic and moreover made us realize the essence of originality and creativity on social media. The Marketing Society successfully wrapped the event with an insightful and engrossing webinar on the topic, "Creativity: The New Competitive Advantage". The guest speakers- Ms. Ankita Chawla, also known as Hustlerani on Instagram, who is a marketing executive and a content creator and Ms. Srishti Garg, a fashion student and a full-time content creator on Instagram shared their diverse understanding on the topic, truly keeping all the viewers captivated. The Webinar ended with the announcement of winners of all the events.

2021-2022



Alohomora



This year the college hosted its annual marketing fest, Alohomora'22 - The Marketing Trinity: Creativity, Consumption & Consumer in March, 2022. It had 2 main events; Wazir-Conquest of the Competent and ADophoria-Chase the Adrenaline Rush. Both the events were a huge success with participants pan India. Our annual magazine was launched during the closing ceremony of Alohomora'22.

