

ANNUAL REPORT

MARK - O - POLO
MARKETING SOCIETY OF SIBM PUNE



MARK-O-POLO



MARK-O-POLO



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ABOUT US

Mark-O-Polo is the Marketing Society of SIBM Pune. It is our constant endeavour to keep the students updated of the latest happenings in the world of marketing.



WHERE IDEAS MEET IMPACT

Mark-O-Polo is dedicated to shaping the next generation of marketing leaders by fostering a dynamic learning environment.

Through interactive sessions, engaging events, and well-curated study materials, we provide a comprehensive approach to conceptual understanding and real-world application.

Our mission is to equip students with the skills needed to thrive in the ever-evolving marketing landscape, preparing them for the future—starting today.



OUR VISION

To empower excellence, inspire creativity, and cultivate continuous learning in marketing. We aim to foster innovation, collaboration, and industry-ready skills, shaping future marketing leaders through real-world experiences and strategic insights.

OUR MISSION



- To provide a vibrant community of marketing enthusiasts with practical skills, industry insights, and networking opportunities, fostering innovation and preparing them for real-world marketing challenges.
- To bridge the gap between academia and industry by providing real-world insights. We aim to equip students with hands-on experience through industry collaborations, live projects, and mentorship. By integrating theoretical learning with practical applications, we prepare future marketers to navigate the evolving business landscape.

SENIOR TEAM

01



SUSNATO SENGUPTA
CONTENT (COORDINATOR)

02



ANJALI JHAWAR
PR & CINEMATOGRAPHY

03



SOUMYA CHOUDHARY
CREATIVES

04



SUKRITI GHANSIYAL
ADMIN, SM & PR

05



VEDANT DIWAN
ADMIN, VENDOR & LOGISTICS

06



ROHIT KHATUA
COLLABORATIONS

MARK-UP LECTURES

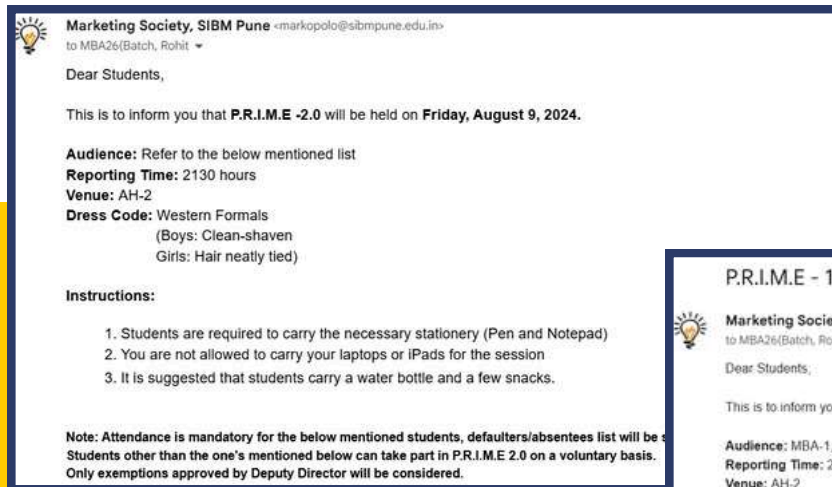
Mark-Up Lectures are interactive sessions where MBA 2 students guide the junior batch through key marketing concepts from the SEED marketing kit by RSDT.

These sessions provide practical insights, breaking down complex theories into real-world applications, ensuring that MBA 1 students build a strong foundation in marketing while gearing up for their academic and professional journeys. Additionally, they encourage peer learning, fostering an engaging environment where students can discuss trends, case studies, and industry best practices. By bridging the gap between theoretical knowledge and practical execution, Mark-Up Lectures help students develop a strategic mindset essential for success in the marketing domain.

Through real-world examples and industry insights, students gain exposure to emerging marketing trends and consumer behaviors. Ultimately, Mark-Up Lectures play a crucial role in preparing students to tackle complex marketing challenges with confidence and creativity.



P.R.I.M.E



P.R.I.M.E is a strategic initiative where MBA 2 Marketing students conduct mock GD sessions to equip MBA 1 students for the SIRP process. Leveraging their own experiences, they provide insightful feedback, helping participants refine their communication, analytical thinking, and confidence. This hands-on mentorship ensures that first-year students are well-prepared to navigate the competitive summer internship recruitment process with a strong edge.

Beyond just GD practice, P.R.I.M.E fosters a collaborative learning environment where students gain exposure to diverse perspectives and real-time problem-solving. The initiative also helps in enhancing structured thinking, articulation, and leadership presence, crucial for excelling in selection processes. Through constructive critiques and tailored guidance, students can identify their strengths and areas for improvement. Ultimately, P.R.I.M.E serves as a stepping stone for MBA 1 students to approach interviews and group discussions with greater clarity, confidence, and composure.

MARK-O-MANTRA



Mark-O-Mantra is an interactive social media series that delves into iconic marketing campaigns and industry trends that have reshaped brands and driven sales. This engaging initiative brings fresh insights into the world of marketing, with Junior Term members curating compelling videos on major brand moves.

By decoding real-world strategies, Mark-O-Mantra keeps the audience informed and inspired by the ever-evolving marketing landscape. The series not only highlights successful brand campaigns but also explores failures, turnarounds, and innovative disruptions in the industry. Through bite-sized, visually engaging content, it bridges the gap between theory and practice, making complex marketing concepts easy to grasp. Ultimately, Mark-O-Mantra serves as a knowledge hub, sparking curiosity and discussions among marketing enthusiasts.

MARK-O-READS

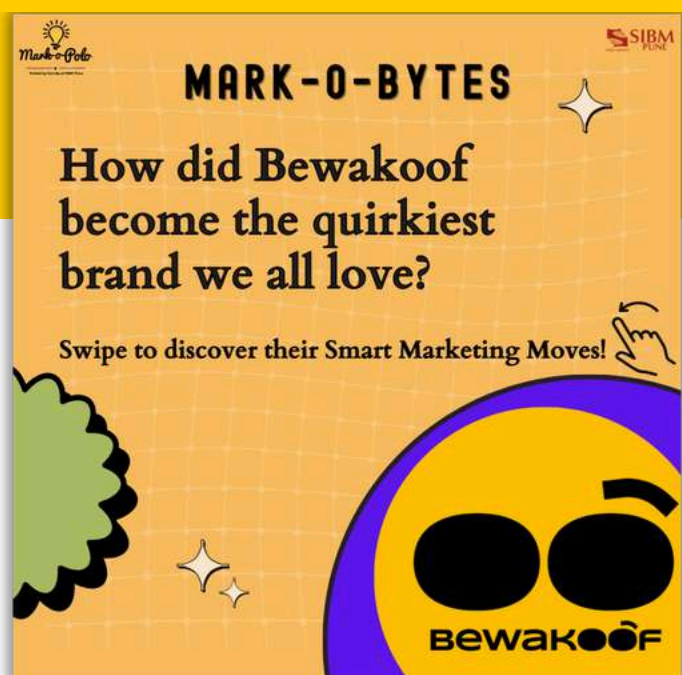


Mark-O-Reads is a marketing initiative that uncovers impactful brand stories and iconic campaigns, offering valuable insights into industry strategies. By analyzing diverse marketing approaches, students gain a deeper understanding of brand-building.

This year, we expanded the initiative by inviting guest contributions from MBA 1 and 2 students beyond the core team, even receiving entries from other B-schools, making it a truly collaborative knowledge-sharing platform. The initiative not only fosters critical thinking and storytelling skills but also encourages students to explore emerging trends, consumer psychology, and digital innovations. By curating thought-provoking content, Mark-O-Reads continues to serve as an engaging platform for marketing enthusiasts to learn, share, and grow together.

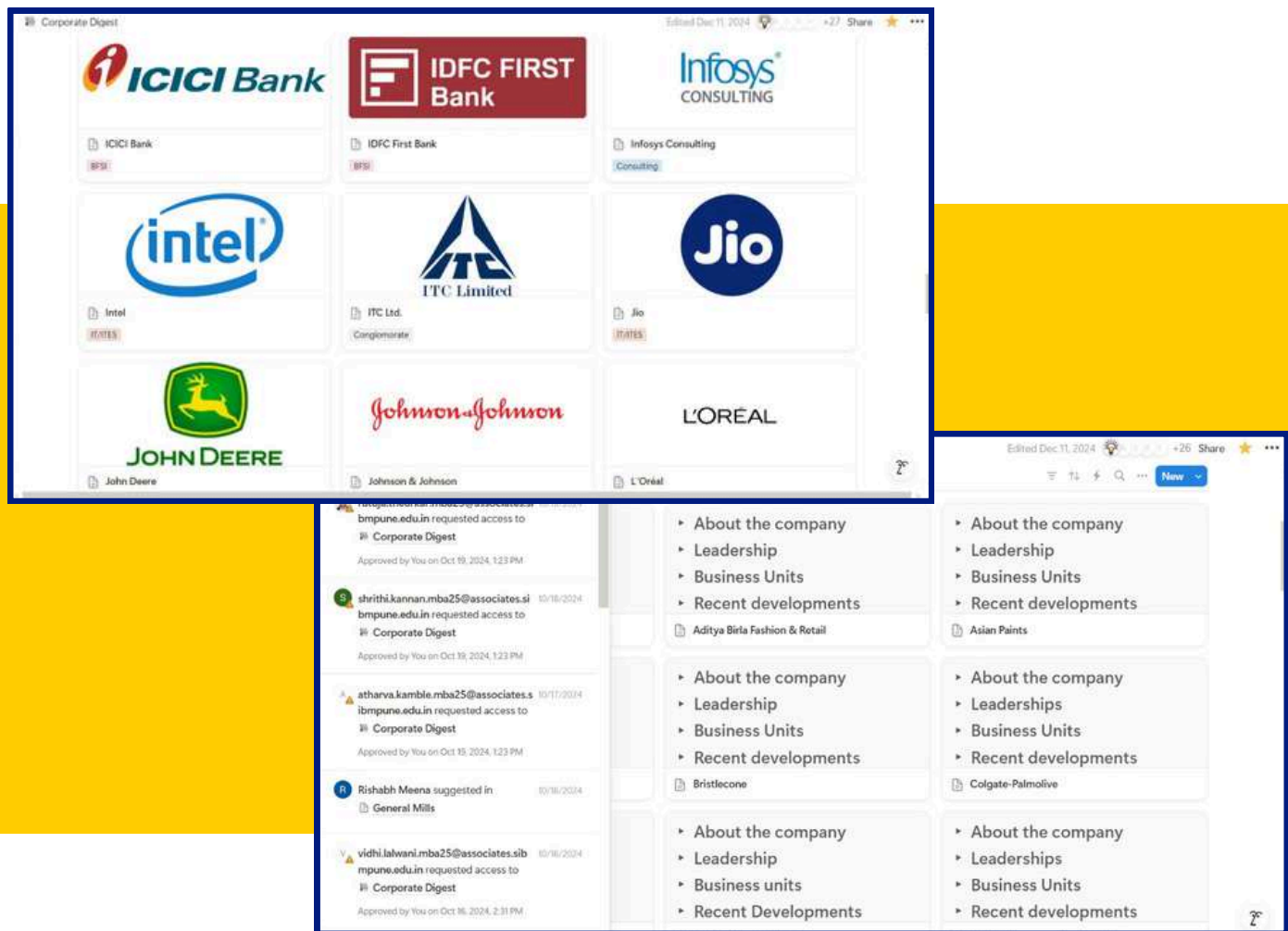
MARK-O-BYTES

Mark-O-Bytes is a brand-new initiative by Mark-O-Polo, bringing marketing insights in a crisp, engaging carousel format. This series unpacks some of the quirkiest and most unconventional marketing stories that defied norms and made an impact.



With bite-sized, visually compelling content, Mark-O-Bytes offers a fresh take on branding strategies that stand out in the ever-evolving marketing landscape.

SIRP KIT



The Mark-O-Polo team developed the SIRP Kit as a comprehensive resource to help MBA 1 students prepare for their Summer Internship Recruitment Process.

The kit includes strategic frameworks, corporate news insights etc, equipping students with essential talking points to confidently navigate their internship interviews.

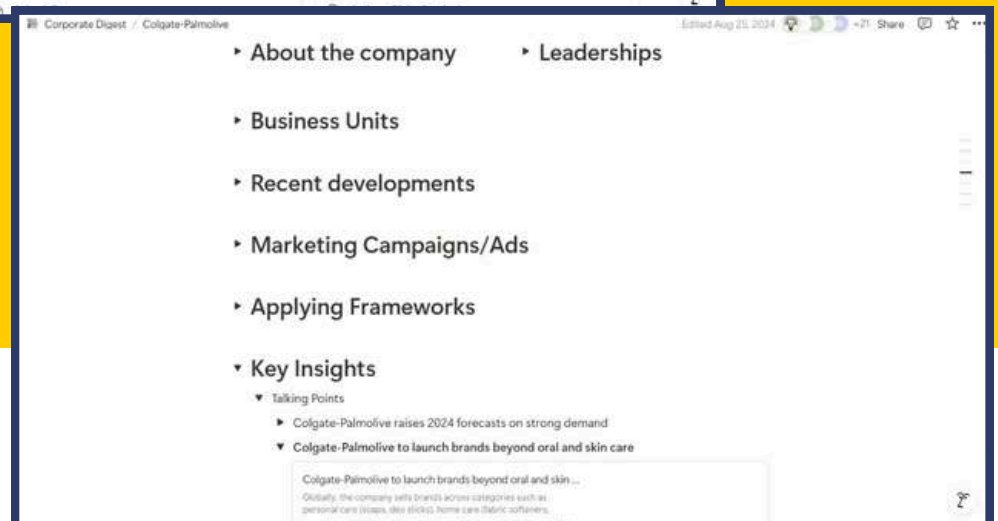
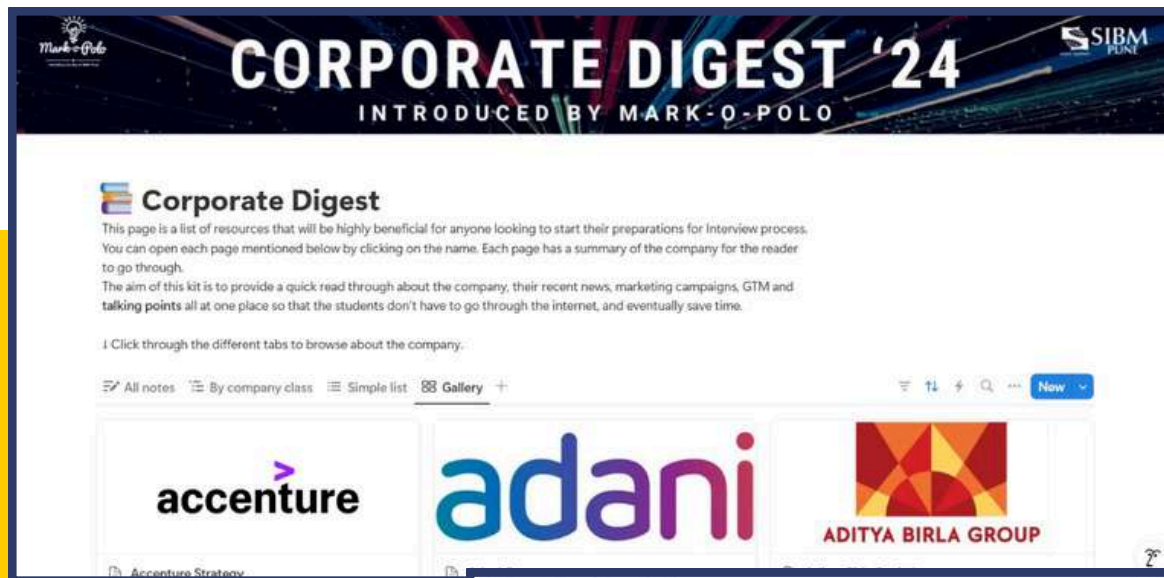
The report also gave students a chance to explore different sectors and industries and gain insights into the latest trends and developments in the business world.

BRAND CHARADES

Brand Charades, the inaugural competition of Mark-O-Polo, provides a dynamic platform to showcase marketing acumen and presentation skills. Through engaging theatrical performances around offbeat and wacky products, participants bring brands to life, blending strategy with creativity. This exciting event not only tests their ability to think on their feet but also sets the stage for their marketing journey at SIBM Pune.



CRP KIT



The Mark-O-Polo team developed the CRP Kit to provide in-depth insights into companies participating in the Campus Recruitment Program. This year, we took it a step further by improving the interactive dashboard on Notion, enhancing the technical understanding of company profiles. The kit now features strategic frameworks like 4Ps, BCG and Ansoff for every company listed, equipping students with essential talking points to navigate recruitment discussions with confidence.

SPEED SELLING



Speed Selling is a high-energy event that tests participants' negotiation skills and marketing acumen. Tasked with selling the seemingly unsellable, contestants craft persuasive elevator pitches using strategic frameworks—all within a thrilling one-minute deadline. This fast-paced challenge pushes creativity, quick thinking, and persuasive communication, making it the ultimate test of salesmanship.

- **Effective Communication Skills:** It provides an opportunity for participants to develop effective communication skills, which are essential in the fastpaced world of marketing.
- **Creativity:** This event has creativity at its core. The products that the participants have to sell are challenging and quirky ones. The last thing you want is to deliver a dull and boring pitch to the judges.
- **Improved Marketing understanding:** It can help participants improve their marketing understanding. By receiving feedback from judges, participants can gain insights into the strengths and weaknesses of their pitches.



MARKETSHAstra



Marketshastra, the flagship national-level marketing competition, returned with an exhilarating challenge that put participants' strategic thinking and creativity to the ultimate test. Drawing enthusiastic participation from across the country, the competition witnessed an overwhelming response.

Designed as a 3-round challenge, Marketshastra evaluated contestants on their ability to decode real-world marketing problems with innovative solutions.

The final round was an offline event held at SIBM Pune, where the winners from Round 2 competed in a series of final challenges designed to test their comprehensive marketing abilities. Finalists were required to cultivate sharp analytical skills to present a compelling solution to the unique case. Celebrating marketing brilliance and creativity, Marketshastra provided participants with an unforgettable experience of strategic problem-solving.



SUIT UP FOR SUMMERS

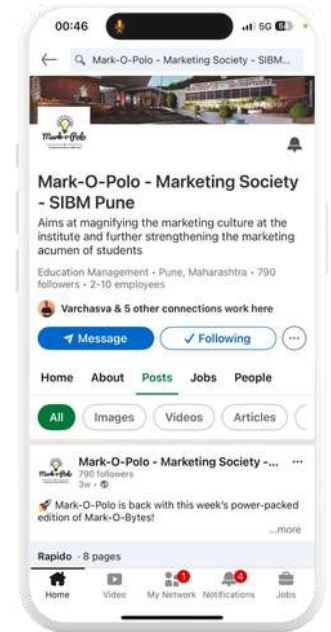


Suit-Up for Summers is a series designed to equip MBA 1 students with in-depth insights into the companies and sectors they are preparing to intern with. Through informal, interactive discussions that encourage questions to seniors who have firsthand experience in similar roles, participants gain valuable industry knowledge, practical advice, and tailored preparation, ensuring they step into their internships with clarity.

Students from all specializations could attend these sessions, which ran for about 2 weeks. Here's what students gained from "Suit Up for Summers" :

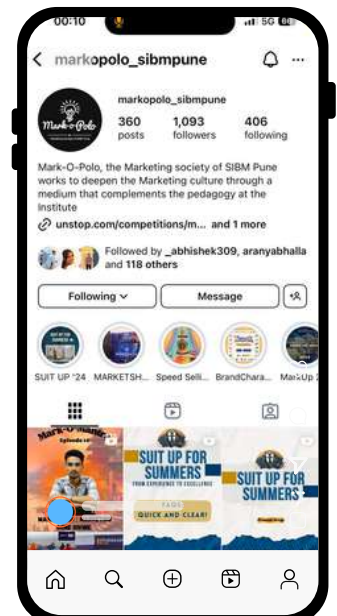
- Insights from seasoned peers
Actionable tips for success
- Clear answers to your questions
- A glimpse into various industries
Real-world knowledge





FOOTFALL
1750+

VIEWS
26000+



THANK YOU!



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