



Mark-o-Polo



Marketing Society of SIBM Pune

Annual Report

April 2023

2022-23



About Us

Mark-O-Polo is the Marketing Society of SIBM Pune. It is our constant endeavour to keep the students abreast of the latest happenings in the world of marketing. We do so by carefully curating content, transforming them into easily digestible forms, and adding aspects to help students retain better and connect with their real-life examples easily.



We aim to provide a platform for students to explore their creativity and learn new marketing strategies and techniques from industry experts. Mark-O-Polo encourages students of SIBM Pune to actively participate in various marketing competitions, both at the national and international levels. Through its various initiatives, Mark-O-Polo strives to significantly contribute to the marketing ecosystem and inspire the next generation of marketing professionals.

Our Vision

Mark-O-Polo strives to make a significant contribution to the marketing ecosystem by inspiring and nurturing the next generation of marketing professionals. The society envisions creating a community of individuals who are passionate about marketing, capable of thinking creatively and analytically, and equipped with the skills and knowledge necessary to succeed in the dynamic and ever-evolving marketing landscape.



Our Mission

To provide a platform for students to enhance their marketing skills, creativity, and knowledge through various events, workshops, and activities. Mark-O-Polo aims to develop a community of marketing enthusiasts who are capable of analyzing market trends, identifying opportunities, and developing effective marketing strategies that drive growth and success for businesses.

MEET THE TEAM

| S-Team | J-Team | I-Team |
|---------------|----------------------|----------------------|
| Archit Gupta | Abhinav Grover | Abhinav Grover |
| Mohit Sinha | Anmol Agarwal | Anmol Agarwal |
| Rishabh Bhat | Ashwin Singh Chauhan | Ashwin Singh Chauhan |
| Srinath Reddy | Saloni Goyal | Asmila Minj |
| | Siddhartha Malviya | Bhavya Nagpal |
| | Tanmay Gajbhiye | Siddhartha Malviya |



Brand-Charades

Brand Charades is a highly anticipated marketing competition in the first semester of SIBM Pune. The competition tests the students' marketing knowledge, creativity, negotiation, and theatrical skills. The competition consists of two rounds. In the first round, students take an online quiz on marketing-related subjects. The quiz serves as a qualifying round for the final round.



In the final round, eight teams are given innovative products to market and sell. The teams have to perform an enactment on stage in front of the judges for about 5-7 minutes. The enactment is meant to showcase the team's marketing skills, creativity, and ability to sell a product effectively.

Brand Charades is an excellent opportunity for students to put their marketing knowledge and skills to good use. The competition challenges the students to think outside the box and also provides a platform for students to showcase their theatrical skills and creativity.

Mark-O-Shots

For first-year students, the summer internship recruiting process is the first obstacle and milestone. Mark-O-Polo created Mark-O-Shots that covered most of the marketing principles to supplement the first-year students' preparations. Important marketing knowledge was well-explained with the aid of real-life industry examples in the kit.



Marketing Principles Guide: The 78-page guide covers the fundamental concepts and principles of marketing, including market research, product development, pricing strategies, promotional tactics, and distribution channels.

Real-life Examples: The kit uses real-life industry examples to explain the marketing concepts in a practical and relatable manner.

Industry-Ready: The kit helps students become more industry-ready by teaching them how to use marketing knowledge in the workplace.

SIRP Preparation: The kit includes all the relevant themes that students would find useful in their SIRP preparation.

Mark-Up Lectures

In a pursuit of preparing the marketing batch for the upcoming summer internship recruitment process, Mark-o-Polo organised "Mark-Up lectures", a series of sessions and lectures conducted by the MBA-2 batch to provide key insights and knowledge transfer to aid MBA-1 with their SIRP Preparation.

A variety of marketing concepts across the lengths and depths of the subject were covered in the lecture series, these included:

- 4Ps and 7Ps of Marketing
- Porter's Five Forces
- STP, GTM
- Rural markets and distribution channels
- Pricing Strategies
- SWOT analysis
- BCG, Ansoff Matrix

The following points can highlight the benefits of this lecture series:

- Peer Learning
- Personalized Guidance
- Industry Insights
- Collaboration
- Soft Skills Development
- Networking

The students were then assessed on the topics and case studies discussed over the course of lecture series to ensure enhanced concept clarity.



FTHM Series

Mark-O-Polo conducted 'From The Horse's Mouth'(FTHM) webinars related to case competitions for the entire batch of MBA. The webinars were conducted by inviting previous year's national winners and finalists of case competitions to share their experience and insights with the current batch of students.



The initiative aimed to provide the students with the necessary skills and knowledge to succeed in upcoming case competitions. For example, we invited last year's H.U.L. Lime case competition winners to help students prepare for the upcoming H.U.L. Lime competition.

The webinars were interactive, providing the students with an opportunity to ask questions and clarify their doubts. Such initiatives help in promoting learning among MBA students, preparing them for the challenges and opportunities of the real world.

CRP Kit

Mark-O-Polo presented a detailed report to the MBA-2 batch, providing comprehensive information about various companies. The report contained details such as the company's mission, vision, financials, and recent news, all of which would be useful for the upcoming final placement process.

The council's report was aimed at helping the MBA students prepare for the final placement process by giving them a clear understanding of the different companies and their operations. By presenting the information in a comprehensive and organized manner, we made it easier for the students to access and analyze the information.

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. The report provided them with the necessary information to make informed decisions during the placement process.

IT/ITES

FMCG & FMCD

- **Understanding of Companies**
- **Informed Decisions**
- **Exploration of Sectors and Industries**
- **Organized Information**
- **Competitive Advantage**



Mark-Interviews

Mark-O-Polo took an initiative to prepare 1st-year students for the personal interview and group discussion process as a mock preparation before the S.I.R.P. The mock preparation process was conducted by experienced second-year students who had prior experience in the internship selection process and were able to provide valuable insights and feedback to the students



Personal interviews and group discussions are an integral part of the internship selection process, and many students are not adequately prepared to face these challenges. These selection processes can be intimidating and stressful, leaving many students feeling unprepared and unsure of their abilities.

Mark Interviews was thus aimed to provide the students with the necessary skills and confidence to excel in the selection process. The second-year students were able to provide valuable guidance to the first-year students, sharing their own experiences, and helping them understand the intricacies of the selection process.

Speed Selling

Speed selling is a dynamic event by Mark-o-Polo where participants deliver a one-minute pitch to sell a product to the judges. Speed selling simulates the fast-paced world of marketing, where marketers must communicate the value of their products quickly and effectively. The participants are judged on various parameters which are the traits that are crucial for the world of sales.



Effective Communication Skills: It provides an opportunity for participants to develop effective communication skills, which are essential in the fast-paced world of marketing.

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, and identify areas for improvement.

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. Hence, it forces you to wear your creative hats and sell using all your wits. Do you think you got it? Well then brace yourself for the next season!

Market-Shastra

Mark-O-Polo hosted Marketshastra, a national level three round marketing competition, during the college festival Transcend which saw over 900 registrations from all over country. It brought each competitor's marketing knowledge to the test and brought out the true marketer in them.



The event consisted of three rounds where teams were assigned a brand and had to showcase their creativity and knowledge of the brand. In round 1, teams had to give an online quiz related to subjects under marketing. In round 2, teams were given innovative products and they had to specify their target market, value proposition, pricing, mode of advertising and aesthetics in the form of a video or a document.

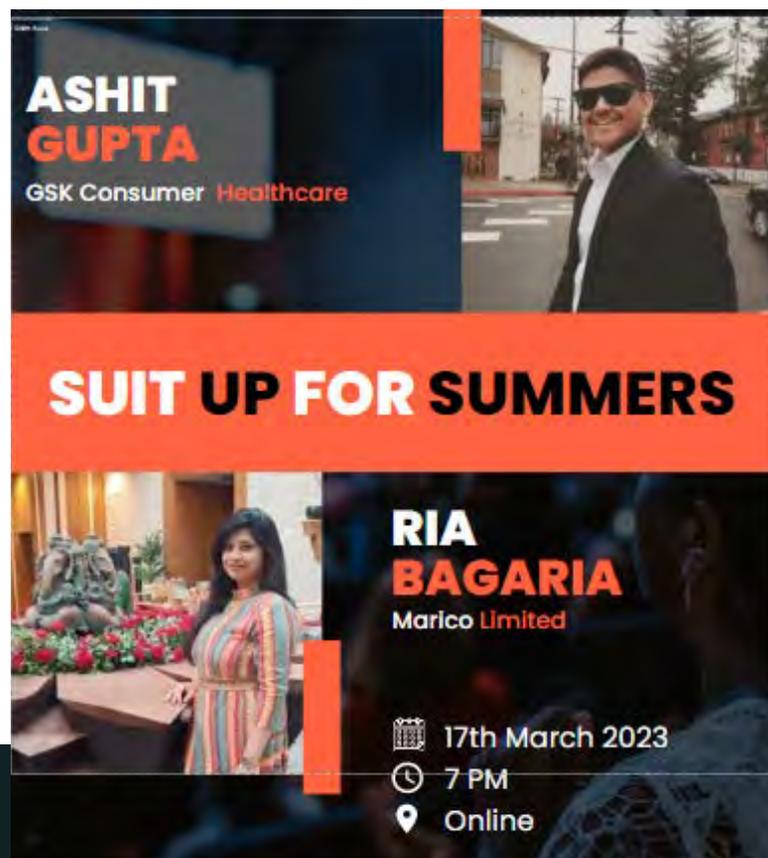
In the final round which was an on campus round, teams had to create a brand persona by preparing a resume and enactment for the assigned brand, elaborating on its journey and story in a creative way. Along with that, they had to prepare pick-up lines and had to roast their competitor brand involving a banter between the two teams.

Suit-Up for Summer

Mark-O-Polo took another noteworthy initiative with "Suit Up for Summers," an online event where some of the accomplished seniors shared their internship experiences and offered valuable tips and tricks to MBA-1 students. This increased engagement can help build a stronger community and promote learning and growth among students.

The event also included a Q&A session where students could clarify their doubts and queries regarding their upcoming internships. The senior students provided valuable insights into the challenges and opportunities they faced during their internship, which would help the MBA-1 students prepare better for their internships and bag a Pre-placement offer.

The event's success underscores the importance of such initiatives in promoting a culture of learning and engagement among MBA students, and the society looks forward to organising more such events in the future.



- **Insights from Experienced Seniors**
- **Tips and Tricks for Success**
- **Doubt Clarification**
- **Exposure to Different Industries**
- **Practical Learning**

Live Projects

Mark-O-Polo took an initiative by providing MBA-1 students with internship and live project opportunities in marketing. These opportunities allowed students to gain valuable industry experience and learn from real-world scenarios. The practical exposure not only complements theoretical knowledge but also enhances the overall learning experience of students.



By offering internship and project opportunities, these companies gain access to a pool of talented and motivated students who can contribute to their marketing initiatives. They also have the opportunity to identify potential future employees and build relationships with top business schools like SIBM Pune.

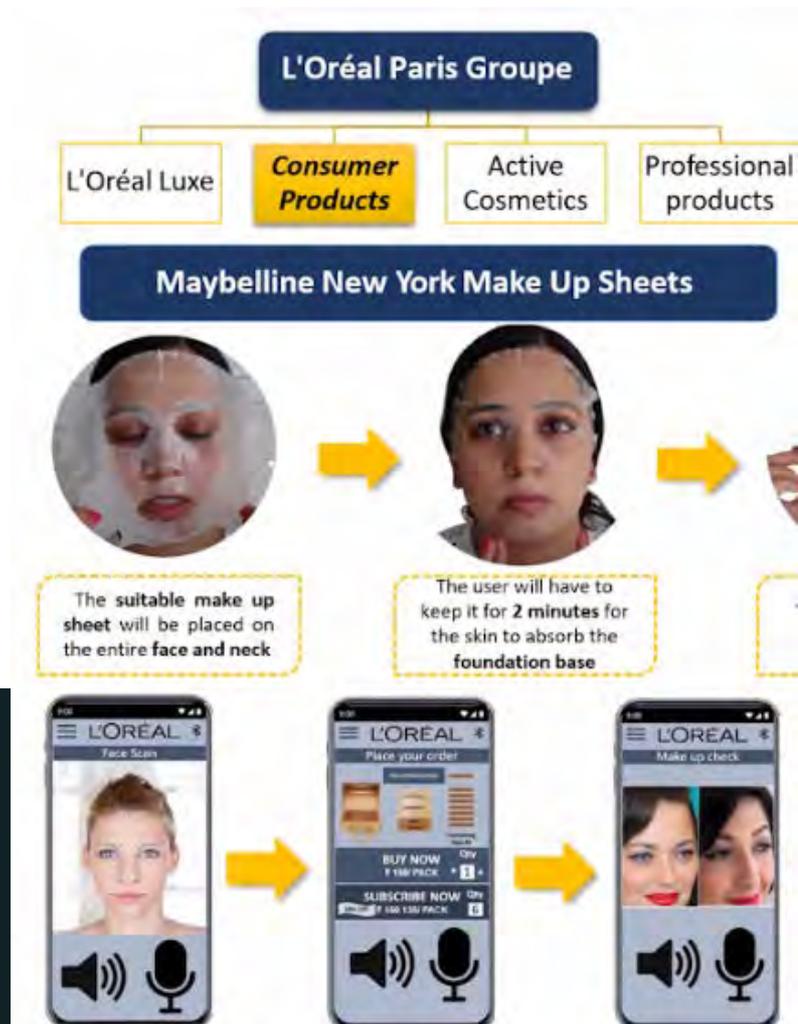
Mark-O-Polo's initiative to provide internship and live project opportunities is a win-win for both the students and the partnering companies, and it plays a crucial role in bridging the gap between academia and industry.

Case-Mentor

CaseMentor is an innovative initiative by Mark-O-Polo that provides access to the winning presentations of various case competitions from the previous years. This platform aims to help MBA students improve their skills and crack case competitions by providing them with real-life examples of winning strategies and presentations.

By offering access to these presentations, students can gain insights into the methodologies and frameworks used by the winning teams. They can also learn how to effectively communicate their ideas and strategies to the judges and how to structure their presentations for maximum impact.

CaseMentor also serves as a platform for knowledge sharing and collaboration among MBA students. By seeing the work of their peers from different colleges and universities, students can gain new perspectives and ideas that can help them improve their own presentations.



- **Access to Winning Presentations**
- **Learning from Real-Life Examples**
- **Improving Presentation Skills**
- **Collaborative Learning**
- **Enhancing Employability**

Annual Management Day - Best SIG Award

It gives us immense pleasure to announce that Mark-o-Polo was honoured with the Best SIG award (People's Choice) for the year 2022-23. A year of perseverance and commitment culminated into Mark-o-Polo receiving the coveted title. It has been our constant endeavour to enrich the marketing culture at SIBM and provide enhanced learning opportunities to the students.

