



SANDIP
UNIVERSITY
— UGC Recognised —

School of Commerce & Management Studies

“Market Fiesta”

Organized by

The Marketing Club of SOCMS

Event Convener:

Dr. Rupali Khaire, Dean, SOCMS

Event Organizer:

Dr. Amit Aggrawal, Professor, SOCMS & Dr. Shruti Shouche, Asstt. Prof., SOCMS

Date: 12th February 2025

Time: 11:00 am to 5:00 pm

About the Event:

Market Fiesta was designed to be an interactive and educational event that provided students with hands-on experience in marketing, sales, and business strategy. The event aimed to foster entrepreneurial thinking, teamwork, and practical marketing skills through various engaging activities.

Objectives of the Initiative:

The objective of **Market Fiesta** was to provide students with a hands-on learning experience in marketing, sales, and business strategy through interactive activities. The event aimed to foster entrepreneurial thinking, enhance problem-solving skills, and encourage teamwork by allowing participants to apply real-world marketing concepts. Through engaging stalls, business challenges, and expert sessions, Market Fiesta sought to bridge the gap between theoretical knowledge and practical application, helping students develop creativity, communication, and strategic decision-making abilities essential for success in the marketing and business world.

The Activities Carried under the Initiative:

Marketing Stalls & Live Selling

- Students set up stalls showcasing a variety of products and services.
- Applied branding, pricing, and promotional techniques to attract customers.
- Used creative sales strategies, including discounts, bundling, and influencer marketing tactics.



Negotiation & Sales Challenge

- Teams engaged in role-play exercises where they had to negotiate deals with customers and maximize their profits.

Best Stall & Performance Awards

- Awards were given for categories like **Most Creative Stall, Best Sales Team, Best Marketing Strategy, and Highest Revenue Generation.**



- The Marketing club also successfully attracted external sponsorship, with **Buba Junction from Nashik Road** setting up a stall on campus. They offered a variety of **boba tea and shakes**, adding a refreshing element to the event.



Organizing committee

Outcome of the Event:

Market Fiesta proved to be a **highly successful and engaging event**, fulfilling its objectives of providing students with **hands-on marketing experience, entrepreneurial exposure, and real-world business insights**. The event witnessed enthusiastic participation from both students and external sponsors, creating a dynamic marketplace within the campus.
