School of Commerce & Management Studies

Academic Year 2025-26

Report on "BrandIt 2025

1. Name of the Event: BrandIt 2025

2. Event Date: 18th August 2025

3. Event Timings: 11:00 AM to 4:00 PM

4. Event Venue [Location]: Seminar Hall, S Building

5. Organizer of the Event: Marketing Club, SOCMS

6. Number of Students: Around 12 teams participated, each team consisting of 3–4 members.

7. Outline, Objective and Outcome of the event:

The School of Commerce and Management Studies (SOCMS) organized a flagship marketing event, **"BrandIt 2025"**, designed to test creativity, strategic thinking, and marketing knowledge of students from **all programs under SOCMS**.

The competition was divided into **four engaging rounds**:

1. **Marketing Quiz** – Tested participants' knowledge of marketing concepts, current trends, and brand insights.
2. **Auction** – Participants bid strategically on virtual brand assets to maximize value.
3. **Ad Making** – Teams created innovative advertisements to promote assigned products.
4. **Product Innovation** – Students created impactful advertisements for the allotted product and pitched them with creativity and conviction, showcasing their ability to blend innovation with persuasive marketing.

The objectives of the event were:

- **Experiential Learning:** To provide a platform for students to practically apply marketing concepts.
- **Strategic Thinking:** To enhance decision-making and analytical skills through real-time challenges.

- **Creativity and Innovation:** To encourage fresh marketing ideas through ad-making and product design.
- **Team Collaboration:** To promote teamwork, leadership, and problem-solving abilities.

Outcome:

The event successfully achieved its objectives by **fostering critical thinking, creativity, and enthusiasm** among students. The interactive sessions enabled participants to showcase their talent while gaining valuable exposure to real-world marketing practices. The event also ensured active engagement and meaningful learning **across all disciplines of SOCMS.**

8. Photos: