

Marketing week

Class 12

Theme: CAMPAIGN MARKETING

On 27th April 2018, the students of class 12th celebrated “Marketing week. Students of class 12-E and 12-F took an initiative to campaign about “road safety” and spread awareness regarding the same with the help of skits, song, banners, slogans, etc. under the guidance of Ms. Rashi Gupta.

The participants were judged by Ms. Pallavi and Ms. Sapna, wherein the results were in favour of class 12-F.

Although it was a fun-filled event, students took a pledge to follow safety and traffic rules and encourage others to follow the same.

Students taking pledge to obey the traffic rules.



Students of class XII-E and XII-F campaigning for "Road Safety"



Class 11

Theme: PLAY THE NEW

On 4th May 2018, students of class 11 participated in Marketing week. Each group was allotted a topic on which they were asked to create an advertisement. The act included an Audio visual presentation, a skit and slogan. The competition was bi-lingual wherein the participants were judged on content, team work, presentation and overall performance. Each team presented their ad with gusto.

Students prepared a PPT and enacted an advertisement on various products like toothpaste, footwear, electronic devices like tablet, medicines etc.

This was followed by a quiz consisting questions related to taglines and logos to be identified by all the marketing students of class IX.

The participants were judged by Ms. Renu Srivastava, wherein the first position was grabbed by the group of Tushar Sethi(XI-E), Aman Jindal(XI-E) and Vishal Goel(XI-E).

The group of students performing advertisement for toothpaste.



Students of class XI-E and XI-F showcasing their advertisements.

