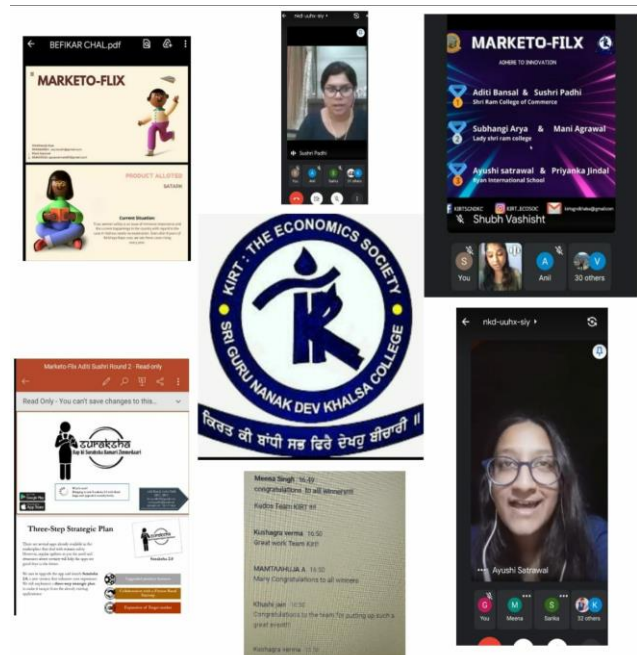


# MARKETO-FLIX

KIRT -The Economics Society of Sri Guru Nanak Dev Khalsa College organized its annual online event 'MANZAR' from 24th September 2020 to 2nd October 2020. This had various sub- events in it, Marketo-Flix being one of them. This event was held on 28<sup>th</sup> September 2020, an event for those interested in movies and marketing concepts. This event witnessed 240+ registrations in all. In the series of two rounds, the candidates thoroughly observed the plot of a certain movie/series and picked out a product or service that could fetch a business model and came up with its business plan. This event had two rounds named as Trade of Super Naturals and Worth or Dearth. The participants were judged on the basis of their product name, tagline, selection of target audience, profit maximization approach applied etc. In the second round, the participants reasoning and analytical abilities were tested as they had to select whether to innovate an existing product or completely dissolve it. Judging was done on grounds of creative thinking and a realistic approach to tackling the business flaws.



The event received a lot of positive responses . Participants felt that such events should be more frequently organized. They agreed that the event provide them with

the twin benefits of learning about practical application of marketing while putting their creativity to test. One of the team which got third prize had participants who had just passed out of school and were happy to utilize their time in a productive manner. The event also received special appreciation for its new and unique concept of combining marketing techniques with present day digital and visual cinema and screenplays and enabling everyone learn in a play way method.