

MARKETING CLUB

Swami Vivekananda Institute of Management, (SVIM), Baniatangi, Khodha, has constituted a marketing club(M-Club) is a crucial part of Marketing club that focuses on improving the knowledge, skills, abilities, and overall potential of employees within an organization. The main objective of Marketing club (M-Club) is to enhance the skills, knowledge, and abilities of individuals within an organization or institution, so that both individual and Organizational Goals Can Be Achieved Effectively.

Objectives of M- Club:

- a) To develop and enhance students' practical marketing skills through workshops, case studies, simulations, and real-world projects.
- b) To conduct marketing-related events and campaigns that benefit the college and local community, showcasing the practical impact of marketing.
- c) To encourage creativity and innovation in marketing through competitions, campaigns, branding challenges, and digital marketing contests.

Members of Marketing-club:

Sl No	Name	Designation	Position
1	Prf. Maheswari Behera	Assistant Professor	Advisor
2	Kishori Mahalik	4th semester MBA	Coordinator
3	Umesh Kumar Mallick	2 nd semester MBA	Co coordinator
4	Kriti Ranjan Behera	4 th semester MBA	Member
5	Kedar Kumar Rout	2 nd semester	Member

Functions of M-Club:

- Organize workshops and events to enhance marketing skills.
Conduct competitions like quizzes, ad-making, and case studies.
- Facilitate industry interaction through guest talks and networking.
- Offer live projects and internships for practical experience.

Role & Responsibilities:

Convenor: Lead the club and oversee all activities, ensuring alignment with its goals.

Adviser: Provide strategic direction and mentorship to the club's leadership and members.

MEMBER: Contribute ideas and insights during the development of Marketing strategies and training plans.

Out comes:

- Improved marketing and communication skills
- Increased industry exposure and career readiness
- Enhanced creativity and problem-solving abilities

Kisore Mahata

Coordinator



Chair-person