



Dayananada Sagar College of Arts, Science and Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore

Department Of Commerce and Management

B.COM/BBA (UG/BU)



TRIO C'S *Cold Call Captains*



TRIO Cs ensures about the trend of marketing avenues, creating passionate individuals in the respective domain wherein one can become professional and can achieve and turn beyond

VISION OF TRIO Cs –

To be at par with the trend of marketing avenues, creating passionate individuals in the respective domain wherein one can become professional and can achieve and turn beyond.

MISSION OF TRIO Cs –

To attain the cited objective in an atmosphere that augment innovation, creativity to showcase focal of excellence in the field of marketing insights, education and research that helps in catering domain specific professional leaders and qualities of stalwarts

Faculty Coordinators (Present)

Sr.No.	Name of the faculty	Role
1	Dr. Sudarshan S. Savanoor Asst. Prof;	Head
2	Dr. Deepika Sharma Asst. Prof;	Member
3	Mrs. Rashmi Umarji Asst. Prof;	Member
4	Mrs. Amrit Nachappa N Asst. Prof;	Member

Student Coordinators

Sl No	Name of the student	Class
1.	Abhishek H D	3 rd B.Com (Batch – 2020-21)
2.	Lubana Jainab	3 rd B.Com (Batch – 2020-21)
3.	Sanjeev	3 rd B.Com (Batch – 2020-21)
4.	Vaishnavi Rao	3 rd B.Com (Batch – 2022-23)
5.	Sai Venkat Pranithi	3 rd B.Com (Batch – 2022-23)
6.	Shayantan Goswami	3 rd BBA (Batch – 2022-22)
7.	Bhoomika Bothra	3 rd BBA (Batch – 2023-24)
8.	Harsha Kankaria	3 rd BBA (Batch – 2023-24)
9.	Makarand Patil	3 rd B. Com (Batch – 2023-24)
10.	Asfia Khan	3 rd B. Com (Batch – 2023-24)
11.	Vaishnavi Sandur	3 rd B. Com (Batch – 2023-24)
12.	Yashashwini	3 rd BBA (Batch – 2023-24)
13.	Nithin M K	3 rd B. Com (Batch – 2023-24)
14.	Chirant Raj	2 nd B. Com (Batch – 2023-24)
15.	Ranjini Guruprasad	2 nd B. Com (Batch – 2023-24)

Office Bearers or Structure of TRIO C's Cold Call Captains (The Marketing Club)

[Since January 2023-December 2023]

In a marketing club, the core team plays a crucial role in driving the club's activities, fostering collaboration among members, and achieving the club's objectives.

The core team typically consists of individuals in leadership positions who are responsible for planning, organizing, and executing various initiatives.

Core Teams as:

Core Team No. 01.

Event Design - The designing team in a marketing club plays a crucial role in creating visually appealing and effective promotional materials. Their work contributes significantly to the overall branding and communication strategy of the club.

Members in Event Design Team are –

- Bhoomika (Head)
- Seetama (Member)
- Chiranth (Member)
- Vaishnavi (Member)

Members are responsible and play the roles as –

- Presentation Design
- Creativity and Innovation
- Print and Production Coordination
- Branding and Identity
- Content Creation

Core Team No. 02.

Technical - plays a crucial role in managing and leveraging technology to enhance the club's operations, communication, and overall effectiveness..

Members in Technical Team are –

- Makarand (Head)
- Harsh (Member)
- Akanksha (Member)
- Yashashwini (Member)

Members are responsible and play the roles as –

- Digital Platforms Management
- Tech Support for Virtual Events
- Social Media Analytics
- Social Media Graphics

Core Team No. 03.

Execution - In a marketing club, the executive team plays a vital role in executing the strategies and plans set by the core team. The executive team members are often responsible for the day-to-day operations and implementation of various initiatives. Their roles may vary based on the specific structure and needs of the marketing club.

Members Execution Team are –

- Asfiya (Head)
- Ranjini (Member)
- Bindushree (Member)
- Aameena (Member)
- Jemimah (Member)

Members are responsible and play the roles as –

- Event Execution
- Member Engagement
- Technology and Tools Management
- Communication within the Club

Core Team No. 04.

Reporting - A reporting team, in this context, would focus on gathering, analyzing, and presenting data related to the club's activities and performance..

Members Execution Team are –

- Nithin (Head)
- Rakshita (Members)
- Shrestha (Members)
- Swaya (Members)

Members are responsible and play the roles as –

- Data Collection and Analysis
- Surveys, Circulars & Feedback
- Event Impact Assessment
- Financial Reporting
- Report Generation

Events Conducted during June to Dec 2021

Sl. No.	Name of the Event	Date	Link of the event	No of Participants
1	Best Creative Manager	30 and 31/08/2021	https://www.dscasc.edu.in/bcom-news-events https://www.dscasc.edu.in/images/bba/News_and_events/creative-manager.pdf	12

Events Conducted during Jan to June 2022

Sl.No.	Name of the Event	Date	Link of the event	No of Participants
1	Self-Promotion	22/06/2022	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/self.pdf	70
2	Time Out (Marketing Quiz)	18 and 19/03/2022	https://dscasc.edu.in/departments/commerce/bcom https://dscasc.edu.in/departments/management/bba Report link https://dscasc.edu.in/images/bba/News_and_events/Club_Activities_c.pdf	68
3	Mad-Ads	10/03/2022	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Mad_Ads_Event.pdf	30

Events Conducted during June to Dec 2022

Sl No	Name of the Event	Date	Link of the event	No of Participants
1	NEXUS CALL	8/12/2022	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/nexuscall.pdf	20
2	TWIX SPIN	21/11/2022	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/twixspin.pdf	30
3	ORIENTATION	4/11/2023	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/orientation.pdf	60
4	Pick-a-Treat	11/08/2022	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Pick.pdf	30
5	Eidetic – Poster Making	22/07/2022	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Eidetic.pdf	07

Events Conducted during Jan to May 2023

Sl No	Name of the Event	Date	Link of the event	No of Participants
1	TRIO-C's Talks	16/05/2023	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Trio.pdf	11
2	"Best Bid"	15/05/2023	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/BestBID.pdf	11
3	Ups and Downs	28/05/2023	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Updown.pdf	07