

# DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

ShavigeMalleshwara Hills, Kumaraswamy Layout, Bangalore-560082.

BBA/B.Com Department -UG (BU)

Marketing Club

Event Report

Department: BBA/BCom

Date: 9<sup>th</sup> January 2024

Sl. No.	Particulars	Event related Details			
1.	Event*	Trio C's Talks			
2.	Title of the Event	Elements of Marketing			
3.	Date	9 <sup>th</sup> January, 2024			
4.	Time	02:00 PM-04:00 PM			
5.	Venue	Gallery Room No. 3, Building # 13			
6.	Resource Person 1 Details (Profile to be enclosed)	Dr.Mohd. Farooq Pasha			
7.	Topics Covered	Elements of Marketing			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	Advertising and Promotions			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	02	External:	Nil
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	60	External:	Nil
12.	Faculty Coordinator/s	Name: Dr.SudarshanSavanoor Department Full: BBA/B.Com Designation: Assistant Professor Full Name: Prof.Mrs. RashmiUmaraji Department: BBA/B.Com Designation: Assistant Professor			
13.	Student Coordinator/s	Full name: Ranjani V Register no: U03CJ22C0276 Course, semester & section : III BCom 'E'  Full name: Chiranth Raj L Register no: U03CJ22C0374 Course, semester & section: III BCom 'E'			
14.	Total Expenditure (Details to be enclosed)	INR 3,672 /- (Rupees Three Thousand Six Hundred Seventy Two Only)			

Sl. No.	Particulars	Event related Details
15.	Sponsors and Amount (if any)	Nil
16.	Program Schedule of the Event attached?	Yes
17.	Provide the link of the report uploaded on College Website	Nil
18.	Provide the links of the report uploaded on Social Media	Nil
19.	Report sent to Newspapers? If yes, provide cuttings/images:	No
20.	Certificates Printed? (Attach a copy**)	No
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?*	Yes
23.	Summary of the Event (Around 100 words)	<p>The Trio C's has great hands on learning from the adept who practices on field with his specified domain. That is the club had an expert talk on above referred topic. Through this students got to know about many marketing activities as advertising, promotion techniques and so on. The spokesperson by profession is an academican and educationalist serving in Bengaluru University on various positions.</p> <p>The session left with many contemporary take away as marketing, need, repercussion future perspective of such topic in the said domain.</p>
24.	Photographs of the Event (About 5 relevant, clear, and appropriate photos to be pasted with title and explanation. The jpg files need to be attached)	Yes

**Notes:**

\* Seminar / Webinar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

\*\* Format Copy need to be attached and hard copy need to be filed

\* Original sheet need to be filed and scanned copy should be attached

**PS:**

❖ Whichever column is not applicable, write as NA.

❖ If the nothing is done / gained / spent, write as No/Nil.

  
Event Coordinator

  
HOD/Director

  
IQAC Coordinator

  
Principal

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**DAYANANDA SAGAR COLLEGE OF ARTS,  
SCIENCE AND COMMERCE**  
DEPARTMENT OF BBA AND BCOM



**The Marketing Club**

**TRIOC'S**

**TALK**

**ELEMENTS OF  
MARKETING**



**BUILDING THE  
GALLERY ROOM**



**TUESDAY  
9<sup>th</sup> JAN 2024  
02:00PM ONWARDS**

**Faculty Coordinator:**

**Dr. Sudarshan S Savanoor  
Dr. Deepika Sharma  
Prof. Rashmi Umerji  
Prof. Amrith Nachappa**



**DR. MOHAMMED  
FAROOQ  
PASHA**

**M.Com, M.B.A, M.B.S, P.G. Dip. Fin. &  
Comm., M.Phil, Ph.D.**

**Student Coordinators:**

**Chiranth Raj L  
Ranjani V**

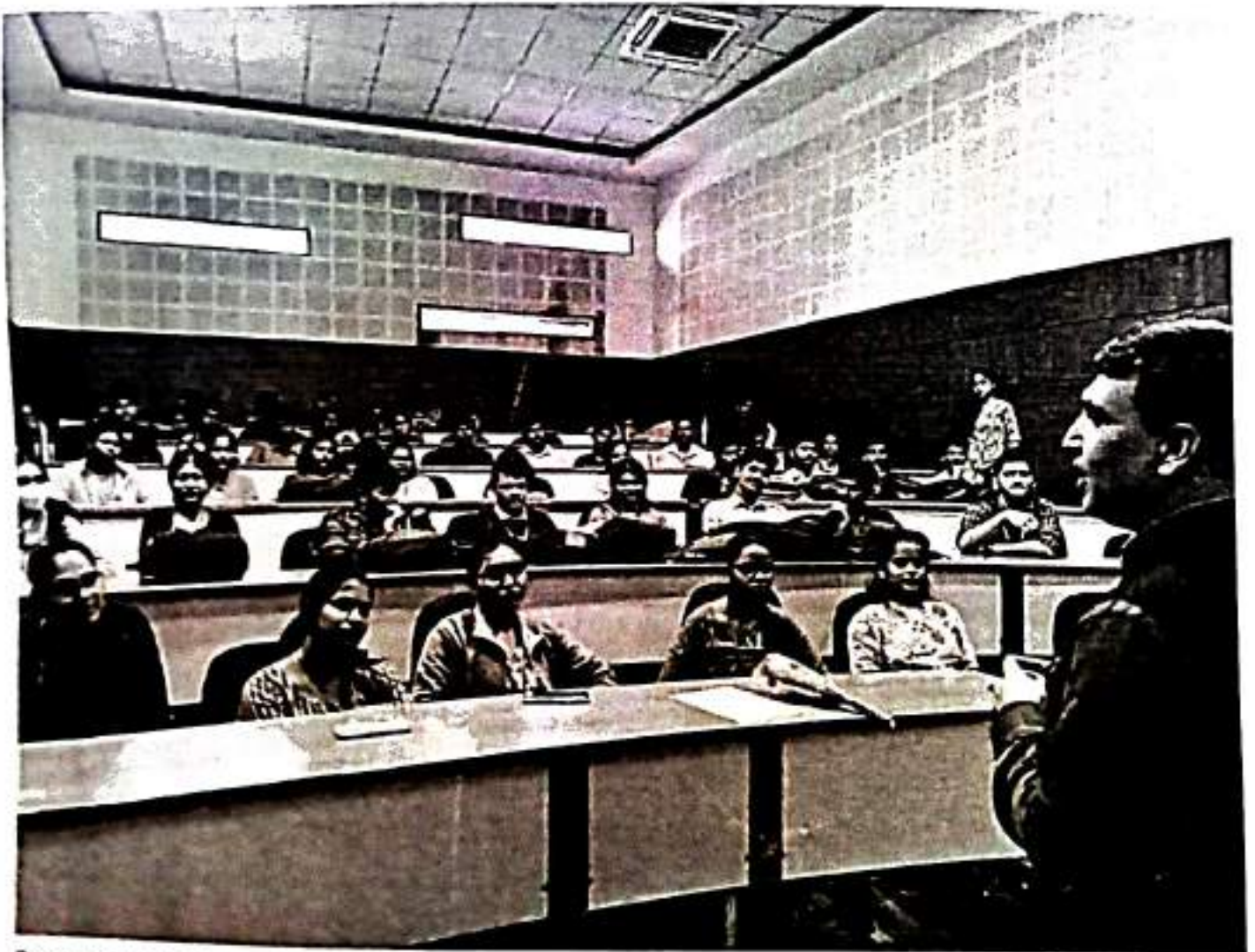


Guest Being Introduced by Student Coordinator





Resource Person Delivering Session



Resource Person Interaction with participants at Q and A





Guest Being Felicitated by Staff