

RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar Bengaluru, Karnataka 560 041



Experiential Learning Competition In Marketing Management Course Date: 31st March, 2021 and 23rd may, 2021 Time: After 5 pm daily working on the project Event: e-businness challenge competition

Event Coordinator: Dr. Padmalini Singh,

Mr. Venkatesh Majji

Objectives

No. of Participant: 60

- To apply the theory and concepts such as need identification, STP, marketing mix strategies, marketing channels, sales & promotional tools, sales management, CRM and digital marketing to plan and develop e-business venture.
- The objective of this competition is to make students learn the skills to identify the business idea, develop the website, adding the payment gateways, vendors and start selling products/services completely online through their website. This competition will help all the students to apply the theory and concepts such as need identification, STP, marketing mix strategies, marketing channels, sales & promotional tools, sales management, CRM and digital marketing in experiential way of learning the theoretical concepts.

Agenda/Flow of the Event

- Build an E-Commerce business and design a Digital Marketing strategy. It can be planned and executed following two steps:
- a) Create digital marketing campaigns through Google, Facebook, Instagram
- Set-up a CRM system (Hubspot, Zoho, Freshdesk) for the lead management and create a drip-email campaigns
- Showcase your functional website in curtain raiser event.
- After considerable time of running the e-business, present your e-business idea explaining the profit generated from the e-business in Pitch Competition to an external examiner.

Outcome Achieved/ Attained:

There were total 9 e-business ventures that were planned and operationalized by all students working in a group. The students has hands on experience of applying the concepts to plan and develop their businesses. The new ventures were in various fields like handicraft, oxygen cylinder supply, dry fruits, craft services, baking, photography, processed protein, painting etc. Students learnt to start the business from brainstorming for a viable business idea and then gradually setting up the business to earn profit.

These businesses were created around their interest so that the students continue to run their e-business in future as well.

Snapshots of E-business competition curtain raiser event





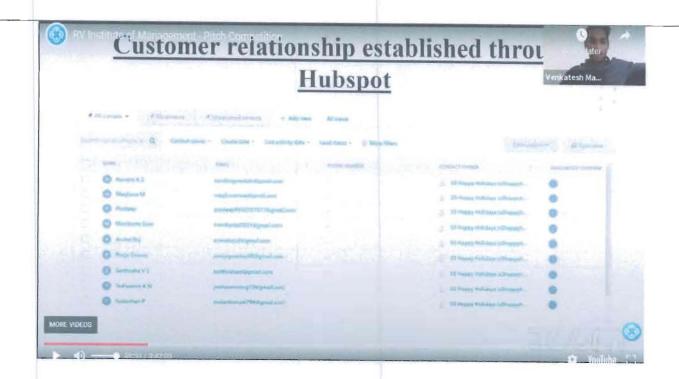


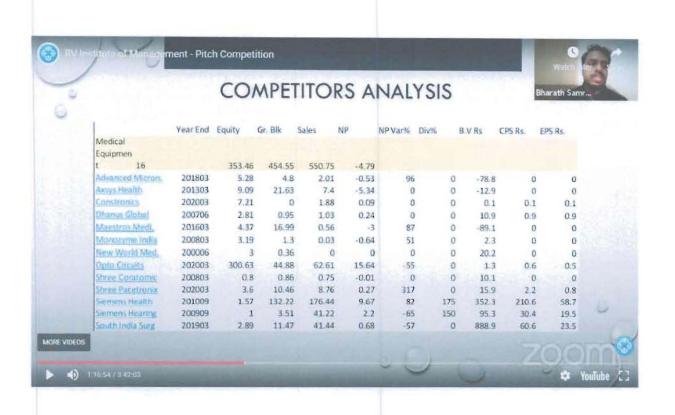


Pitch Competition snapshots

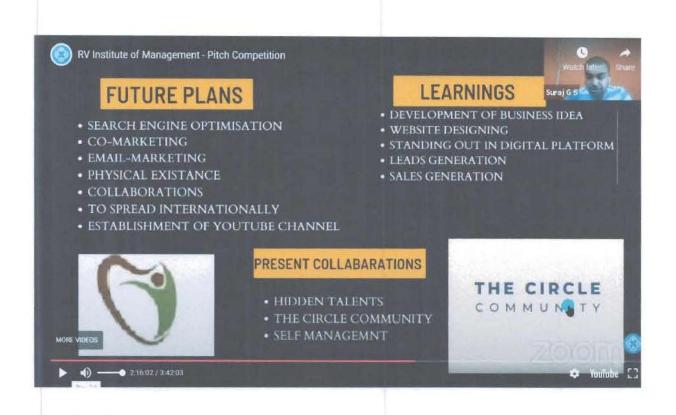


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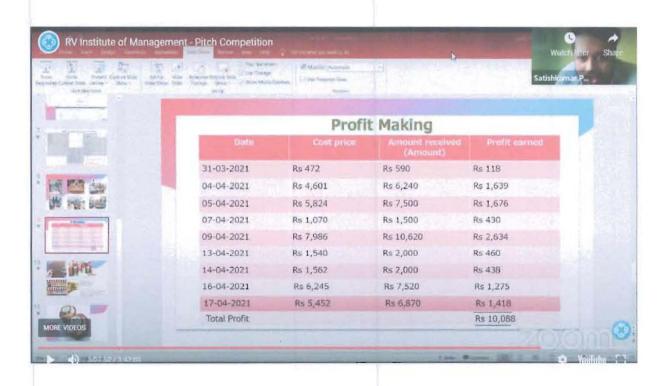












Feedback & Coordinator Comment:

The e-business plan was conceptualized in a way to offer experiential learning extending 'learning by doing' concept. As e-business was initiated according to one's interest and weightage of internal marks was associated with it, students were involved seriously in learning. Also, the sustainability of the e-businesses was ensured by communicating students that they should incubate their venture for growth by associating it with the incubation center.

Expected Oucome:

Expected outcome of the experiential learning assignment is that 13 functional websites will be developed by students who will be selling the products and services online through these websites that will remain operational even after the completion of the course.

Event Coordinator

Dr. Padmalini Singh



Director

