

Under the aegis of IQAC

# THE ULTIMATE MARKETING CHALLENGE

**AN ONLINE SIMULATION**

16-17-18 OCTOBER, 2020



## ABOUT THE SIMULATION

Marketing Simulations allow students to experiment with business strategies, test business ideas, and experience the consequences of their actions in a virtual business environment. From launching new products in the market to managing the entire product life cycle, participants will develop skills critical to succeed in today's business world.



Mark-Haven, The Marketing Society  
Shaheed Rajguru College of  
Applied Sciences for Women  
University of Delhi



in collaboration with  
**Art of Learning**

## FIRST TIME IN UNIVERSITY OF DELHI

- Start and manage a new marketing division for a large, international company.
- Analyze potential markets
- Choose target segments
- Develop new products
- Set prices
- Advertise
- Earn customer loyalty
- Make huge profits

**REGISTRATION DEADLINE:**

October 15th, 2020

**REGISTRATION FEE:**

Rs. 1000/- (\$30) per participant



## OUR GUESTS

- Dr. Ernest Cadotte, University of Tennessee
- Dr. Bindu Aggarwal, IILM University, Delhi and
- Prof. S. Jayakar, Delhi School of Economics, will be the business consultants for the simulation.

**Prizes Worth Rs 30K  
Cash Prizes of Rs 15K**

Certificate of Participation  
& Exciting Vouchers  
to all the participants

## OUR SPONSORS



**Academy of  
Indian Marketing**



**Marketplace  
Simulations  
USA**

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