



ST. FRANCIS DE SALES COLLEGE

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Report

Title of Session	Mad Ad Economics Club Competition
Date of Event	30 th November 2024
Department/Association	Chanakya Economics Club
Venue	Room No. 311
Number of participants	6
Target Audience	Students from all combinations of BA, MA Economics and MSc Psychology
Event Coordinator	Ms. Raghavi, Assistant Professor, St. Francis de Sales College
Judge for the Competition	Ms. Benita Raj Prince, Assistant Professor, St. Francis de Sales College

REPORT:

Event Overview:

The Economics Club hosted a lively and engaging event titled "Mad Ad" that allowed students to showcase their creativity, entrepreneurial spirit, and marketing acumen. The event was designed to provide a fun and dynamic platform for students to advertise various products in a humorous and innovative way, all while demonstrating key skills essential for success in business and entrepreneurship.

Event Format:

Participants were given the option to present individually or in pairs, offering them the flexibility to choose how they wanted to approach the challenge. Each team or individual was tasked with creating an advertisement for a product, which they had to pitch to a panel of judges in a manner that would entertain and captivate the audience. The ultimate goal was to not only advertise a product effectively but also to infuse humor and creativity into the pitch, ensuring that it stood out in an exciting and memorable way.

Judging Criteria:

The judging panel consisted of faculty members, who were on the lookout for various

qualities that were essential for entrepreneurial success. The key areas of assessment included:

1. **Creativity and Originality:** How unique and innovative was the advertisement? Did the students think outside the box and offer something fresh?
2. **Humor and Entertainment Value:** Was the ad funny? Did it engage the audience and leave a lasting impression on the judges?
3. **Persuasion and Marketing Skills:** How well did the students convince the judges of the value of the product? Were the students able to effectively market the product in a compelling way?
4. **Presentation Skills:** Did the students present their ad confidently? Were they able to communicate their ideas clearly and effectively?

Event Highlights:

Throughout the event, the students demonstrated a wide range of skills that are crucial in the world of business and marketing. Many of the advertisements were incredibly creative, using humor, catchy slogans to make their pitches stand out. Some students leveraged cultural references, others used clever wordplay, and a few even performed skits to demonstrate the value of the product.

The faculty judges were not only entertained but also impressed by the students' ability to think on their feet, create persuasive narratives, and display their marketing prowess. The event also allowed the faculty to witness the entrepreneurial qualities of the students, including their ability to innovate, make quick decisions, and sell an idea effectively.

Conclusion:

The "Mad Ad" event was a resounding success, providing students with an excellent opportunity to hone their entrepreneurial and marketing skills in a fun and supportive environment. Not only did the event give participants a chance to showcase their creativity and humor, but it also allowed the faculty to recognize the hidden potential and talent that students possess. Through this event, students gained valuable experience in pitching ideas, crafting persuasive advertisements, and thinking critically—all of which are essential skills for a career in business.

The Economics Club's "Mad Ad" event was a clear reminder of the hidden entrepreneurial qualities within students, and it highlighted the importance of creativity, humor, and effective communication in the world of business.

Learning Outcome:

- **Creative Thinking:** Participants demonstrated their ability to come up with unique and innovative advertising concepts within limited timeframes.
- **Teamwork & Collaboration:** Learners effectively worked together, combining their diverse skills to create a cohesive and engaging advertisement.
- **Understanding of Marketing Strategies:** Participants gained a deeper understanding of core marketing strategies, including audience targeting, message crafting, and positioning.

- **Presentation Skills:** Learners showcased improved public speaking and presentation skills while pitching their ideas to judges and peers.
- **Adaptability & Problem Solving:** Participants displayed strong adaptability and problem-solving abilities, handling unexpected challenges during the event with creativity and poise.

Supporting Documents:

Brochure:



Geo-Tagged Photos





Bengaluru, Karnataka, India

St Francis de sales college, Opp Biocon Ltd Hebbagodi, Near Mahesh Healthcare, Kammasandra, Electronic City, Bengaluru, Karnataka 560100, India

Lat 12.832009° Long 77.683168°
12/12/24 01:17 PM GMT +05:30



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Lat 12.832009° Long 77.683168°
30/11/24 10:56 AM GMT +05:30



Attendance Sheet

30 Nov 2024			classmate
MAD AND ECONOMICS CLUB			Date _____
EVENT ATTENDANCE			Page _____
1. Edlina Christy V	U03MB22A0003K		Edlina
2. Anitha R	U03MB22A0032H		Anitha
3. Sri Ram R	U03MB22A0007H		Sri Ram
4. Aniesh Gagan Raj. S	U03MB22A0088K		Aniesh
5. Pallavi Paul	U03W224A0028AD		Pallavi
6. Rahuman	U03MB22A0037H		Rahuman

Report Prepared by:

Raghavi
Asst. Professor
Dept. of Economics
Postgraduate Centre

Report Verified by:

Head, Department of Psychology



Assistant Dean, School of Humanities and Social Sciences

Stacy

Student welfare office director

A handwritten signature in black ink, appearing to read 'A. Albin', is written over a single horizontal line.

Report Approved by:

Principal

Enclosure:

Sl.NO	Document	Format	Print/Drive
1	Brochure of the event	PDF	Attached
2	Geo-tagged photos	Jpeg/Jpg	Attached
3	Copy of the Certificate issued	PDF	Attached