

TRANSCEND'20

Mark Haven organised their first fest on 12th February 2020. The fest was held in collaboration with Raqam, the finance and investment society of SRCASW. The fest comprised of 4 national level competitions and a conclave. Adventus and Strange sage were offline competitions which witnessed enormous footfall. Conceptual and Pitcher perfect being the online competitions also attracted many entries. The Marketing Manager of Hindustan Times and Devan Bhalla were the main attractions in the conclave. It witnessed a huge number of footfall and was appreciated by many.

CASE STUDY SESSIONS AND DISCUSSIONS

Our goal is to make the students get a better grip on solving case studies which will consequently help them in job interviews, educational interviews and various other essential places. With this aim we provided case solving sessions and webinars to prepare the members for case study competitions and simulations.

CREATIVE BRAINSTORMING SESSIONS

While working as a part of Mark-Haven, students will be made well-equipped with using Canva, WordPress, working of blogs. Fun activities like ad- mad and getting to know each other better so that we can work for a common goal i.e to make Mark-Haven reach its highest potential.

WEBINARS

With the aim to boost knowledge as much as we can, we have conducted webinars on various topics such as Societal Marketing: The New Normal by Mr Jayant Shahe (Executive Director of Academy of Indian Marketing)and The top soft skills required by a successful career by Ms. Upasana Dhanda (Assistant professor at SGTB Khalsa College).