

The ICFAI University, Jaipur
ICFAI Business School
Student Activities
Market World Cup

On the 10th of July, 2024, the marketing club of IBS Jaipur, Market Mavens, organized an exciting intra-department event titled "Market World Cup." This event aimed to engage students in practical marketing challenges, testing their knowledge, creativity, and analytical skills through a series of competitive rounds.

Round 1: Digital Campaign Analysis Quiz

- **Objective:** Participants were tasked with identifying and analyzing digital marketing campaigns.
- **Team Composition:** Each team consisted of 2-3 participants.
- **Judging Criteria:** Participants were evaluated based on their critical thinking, accuracy, and the speed with which they answered.
- **Outcome:** Teams that excelled in this round, showcasing superior analytical skills and a keen understanding of digital campaigns, advanced to the next round.

Round 2: Case Study Presentation

- **Objective:** In this round, teams were presented with case studies of companies facing marketing challenges. The task was to develop and present innovative solutions to these challenges.
- **Presentation:** Each team had to prepare a presentation within the stipulated time and present their solutions to a panel of judges.
- **Judging Criteria:** Teams were assessed on their problem-solving ability, presentation skills, and the coherence of their ideas. The ability to think creatively and analytically was crucial for success.

The participants demonstrated impressive enthusiasm and dedication throughout the event. In the first round, teams quickly identified and critically analyzed various digital marketing campaigns, reflecting a solid grasp of contemporary marketing strategies. The judges were particularly impressed by the speed and accuracy with which some teams responded.

In the second round, the case study presentations were a testament to the participants' creative thinking and problem-solving capabilities. Teams presented well-researched solutions, showcasing their ability to apply theoretical knowledge to real-world scenarios. The judges noted the high quality of presentations, emphasizing the participants' clarity, coherence, and innovative approach to tackling marketing challenges.

The Market World Cup proved to be a successful and enriching event, providing participants with an opportunity to hone their marketing skills in a competitive yet educational environment. The event not only tested the students' knowledge and analytical abilities but also fostered teamwork and creative problem-solving. Market Mavens, the marketing club of IBS Jaipur, has once again demonstrated its commitment to promoting practical learning experiences and preparing students for real-world marketing challenges.

Photographs

Drive

Link:

<https://drive.google.com/drive/folders/1AZSohlIkCBdp6eBf5T5GBsG5--PMkQ1k?usp=sharing>