

EXTEMPORE ON 'FUNDAMENTALS OF INTEGRATED MARKETING COMMUNICATION'

Date of Event	05-10-2023
Name of the Event	Extempore on 'Fundamentals of Integrated Marketing Communication'
Type of the Event	Co-curricular
Organized by	ARKA JAIN University
Coordinated by	Dr. Charu Wadhwa, Associate Professor, School of Commerce and Management
No. of Participants	18

Objective: The primary objective of the "Integrated Marketing Communication Understanding Challenge" was to provide students with an opportunity to assess their comprehension of the concepts covered in the syllabus. By engaging in impromptu speaking sessions, students could evaluate their understanding of Integrated Marketing Communication (IMC) fundamentals.

Event Details: During the event, students were called in turns to participate in the challenge. Participants randomly selected topics from chits provided, which were derived from the syllabus encompassing various aspects of Integrated Marketing Communication. Each student had to speak on the given topic for a duration of 2 minutes.

Key Takeaways (Outcomes):

The event yielded several key takeaways:

Comprehensive Assessment: By speaking on randomly chosen topics, students were able to comprehensively assess their understanding of IMC concepts.

Application of Knowledge: Participants demonstrated their ability to apply theoretical knowledge to practical scenarios, thereby reinforcing their learning.

Confidence Building: Engaging in impromptu speaking exercises helped students enhance their confidence in articulating their ideas effectively within a limited timeframe.

Self-Evaluation: Through this activity, students could gauge their strengths and areas for improvement in understanding Integrated Marketing Communication principles.

Overall, the "Integrated Marketing Communication Understanding Challenge" provided a platform for students to actively participate in a practical assessment of their comprehension, contributing to their holistic learning experience.

Poster of the Event

JGI ARKA JAIN
University
Jharkhand

SCHOOL OF COMMERCE & MANAGEMENT
DEPARTMENT OF MBA
Presents

Extempore- Integrated Marketing Communication

Participants : MBA Semester-3 (2022-24)

Date : October 05, 2023

Time : 8:45-9:45

Venue : Aryabhata block- Room # 142

Faculty In-charge : Dr. Charu Wadhwa

www.arkajainuniversity.ac.in Toll Free : 1800-1200-200

Poster of the Event: Extempore on 'Fundamentals of Integrated Marketing Communication'

Photos of the Event



Photo of the Event: Extempore on 'Fundamentals of Integrated Marketing Communication'



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List of participants

S. No.	Name of the Student	Enrollment No.
1	Priya Kumari	AJU/220103
2	Umar Farooque Azam Ansari	AJU/220130
3	Mayank Raj	AJU/220190
4	Naman Bage	AJU/220230
5	Megha Sengupta	AJU/220281
6	Amit Ojha	AJU/220435
7	Priya Jha	AJU/220552
8	Sumit Sagar	AJU/220712
9	Amit Kr. Shah	AJU/221225
10	Adapa Bhargavi	AJU/221331
11	Rekha Kumari	AJU/221336
12	Khushbu Kumari	AJU/221563
13	Akash Kr. Jaiswal	AJU/221594
14	Shumaila Anam Ashraf	AJU/221680
15	Riya Kumari	AJU/221684
16	Riya Dan	AJU/221704
17	Dimple Agarwal	AJU/221790
18	Vaibhav Raj	AJU/222082