



Prerna Sewa Mandal's

PRERNA COLLEGE OF COMMERCE

Reshimbagh Square, Nagpur - 440009.

Department of Management

AD-MAC COMPETITION

Session 2019-20

REPORT

The Department of Management recently organized an AD-MAC competition on 11th February 2020 at 10:30 A.M. for the students to showcase their creativity in Marketing products and services. The event was inaugurated as well as judged by Dr. Shivani Katakwar, Head of the Department of Management and Mr. Vikram Dongre.

The main objective of the competition was to acquaint the students about promotional strategies in marketing through advertisements. It consisted of humorous & conceptual ad presentations by the students. Students acted out various advertisement scripts and ideas relevant for different sectors including FMCG products, goods, services, automobiles and social awareness etc. All the teams were given a time frame to showcase their talent. The teams came up with some wonderful jingles & advertisements that had the fun quotient and in the process we discovered some budding actors.

The team consisting of Parimal Abru, Ajinkya Titarmare, Toshik & - were adjudged the winners of 'AD- MAC' on all parameters. Special mentions were given to the team of Disha Vitalkar, Abhishek Dwivedi, Pooja & Samiksha who were adjudged as the runners up. All the participant students were given participation certificates. Judges were all in praise for the students for coming up with great ideas in a short time and making the atmosphere lively.

The compering for the event was done by Mr. Manoj Jagnade whereas Ms. Rutuja Budhe proposed a vote of thanks. Ms. Neha Kamble, Ms. Sampada Mashirkar, Ms. Sakshi Shivhare, Mr. Rahul Kharwade and other faculty and non-faculty members worked hard to make the event a grand success. Total 60 students were present at the event.



Prof. Manoj Jagnade Anchoring the Event



First Prize Winning Team



Winners With the Faculty