

UNIVERSITY SCHOOL OF MANAGEMENT STUDIES,
GGSIPO

VIPNAN

THE MARKETING CLUB



—● vipnanusms@gmail.com ●—

Vipnan-The Marketing Club

University School of Management Studies

“Creativity is intelligence having fun.” – Albert Einstein

Vipnan-The Marketing Club of University School of Management Studies, GGSIPU, seeks to provide its members a platform for exploring, discussing and debating on marketing topics of contemporary interest. It aims to provide a forum where students can unleash and show-case their creativity in areas such as advertising, product positioning, branding and approaches to gathering consumer insights, and digital and social media marketing.

Brand quizzes, advertising design activities, sales contests some of the events that Vipnan organizes which provide opportunities for students to put their creative potential and domain knowledge to test. Talks and guest lectures from eminent practitioners and academicians are intended to expose students to the latest development in the practice of marketing. Hopefully, Vipnan will make its contribution towards making students appreciate some of the ‘magic’ of marketing ...



Goals



- To provide a platform for deliberating on marketing issues and challenges which impact consumers, organizations and society at large.

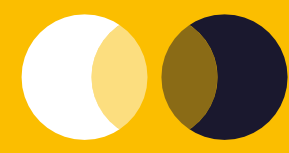


- To enable students to hone and showcase their creativity and innovative skills To provide a forum for exchange of viewpoints and ideas on issues related to marketing.



- To encourage a hands-approach so that students are motivated to practically apply their knowledge of concepts and techniques of marketing.





ACTIVITIES UNDERTAKEN BY VIPNAN



• **MARKETING
ACTIVITIES**

• **MARKETING
GAMES**

• **MARKETING
SESSIONS**



Meet Our **TEAM HEADS**



SPARSH GUPTA
PRESIDENT

IT & SOCIAL
MEDIA



SARTHAK BHATIA

EVENT MANAGEMENT
& OPERATIONS



SANJOLI JAIN



PULKIT SHARMA

DATABASE



SPARSH GUPTA



Our

FACULTY ADVISORS



PATRON DEAN
PROF. A K
SAINI

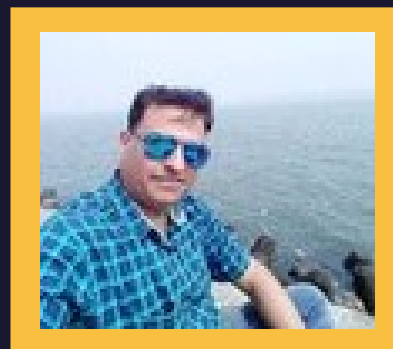
FACULTY ADVISORS



PROF. MEENAKSHI
HANDA



DR. SANCHITA
BANSAL



DR. AMIT
SHARMA





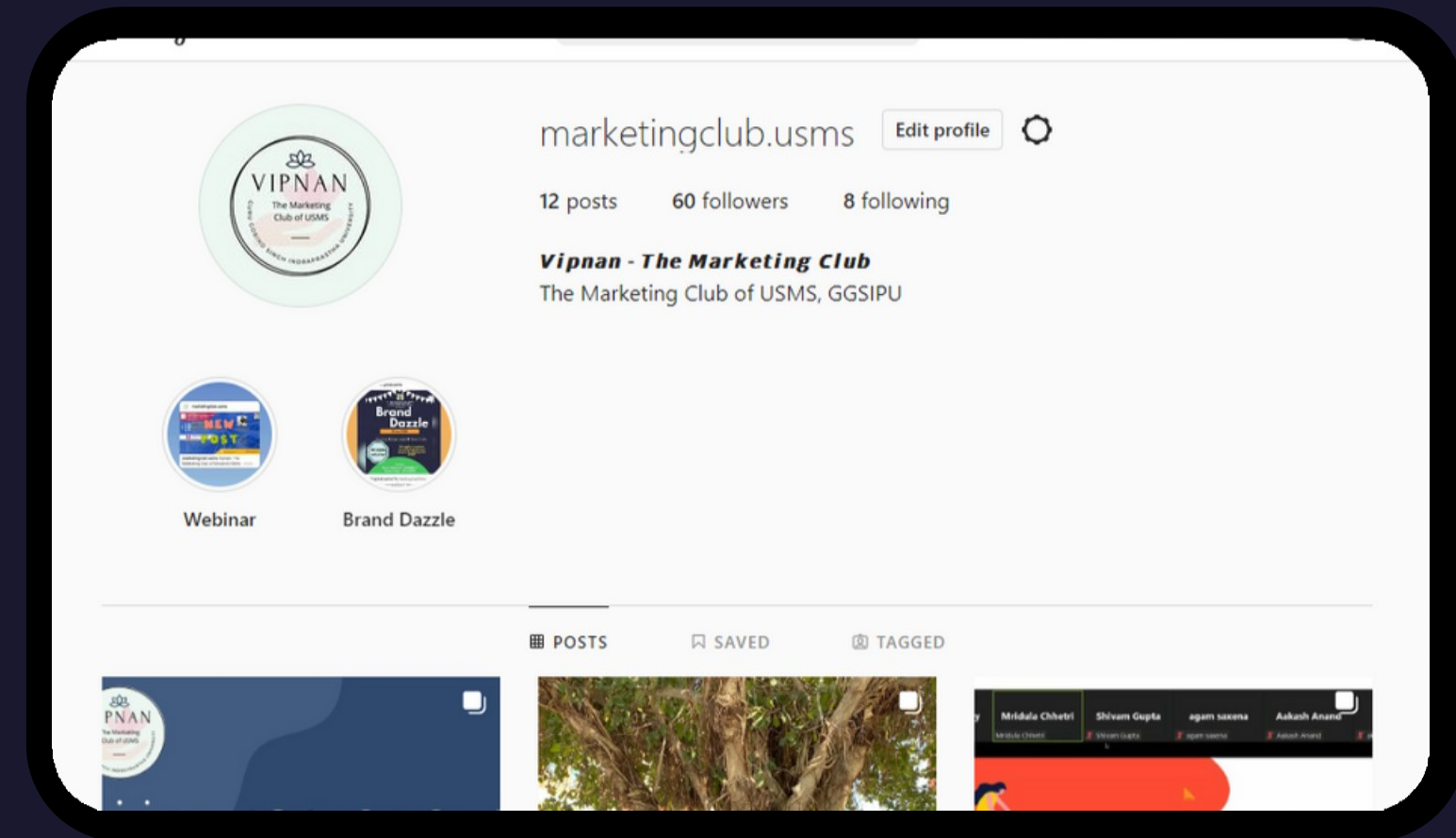
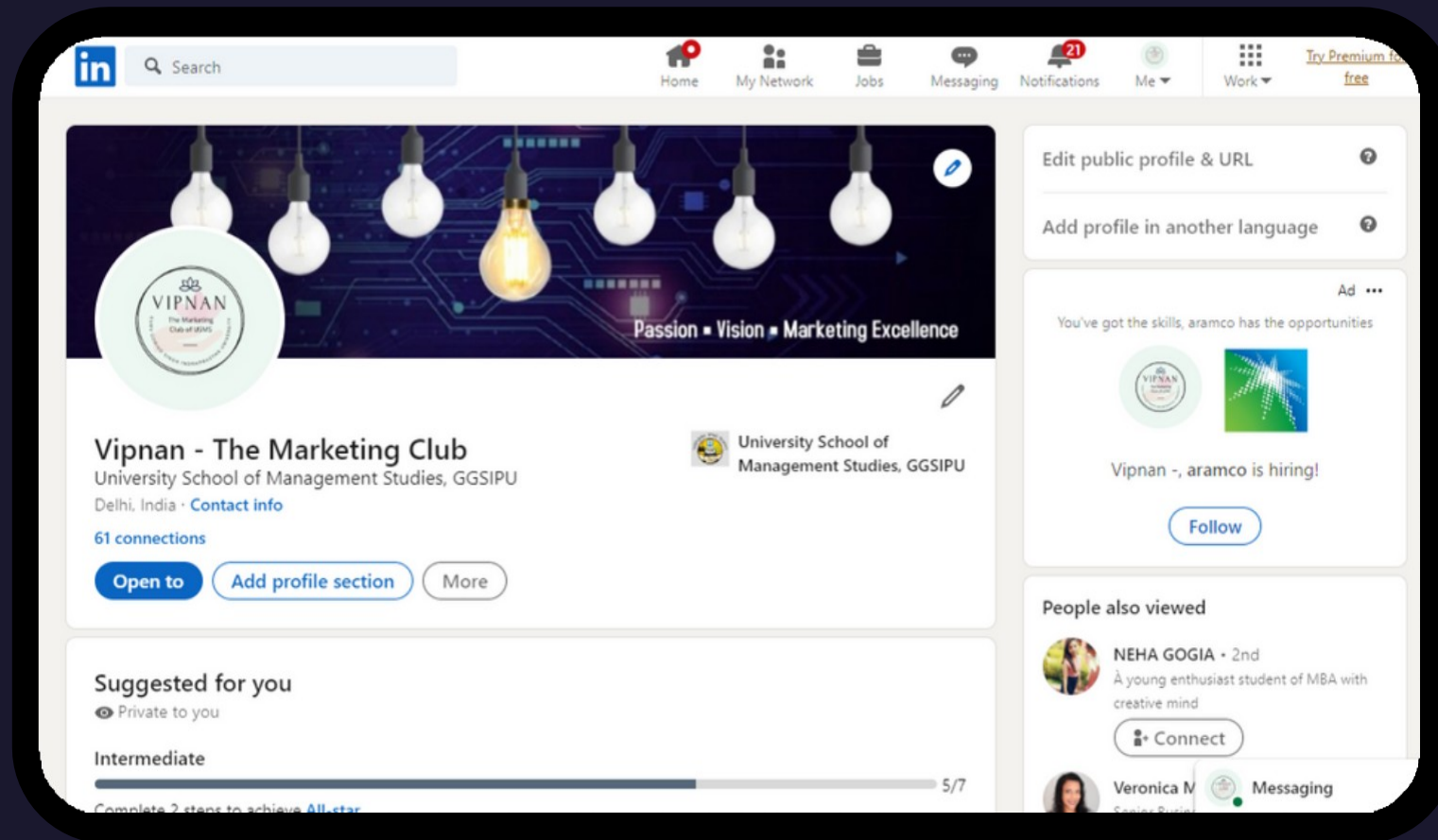
Mehak Sabharwal

Shivam Gupta

Founders of Marketing Club



SOCIAL MEDIA HANDLES





THANK YOU

