



Round 2: Task Guidelines

Timeline: T-50

Let's talk business!

Management Events are organized for the B-school & the corporate community and are categorized into Flagship Events, Domain Events, Online Events, Case Studies (Biz Theatre) and On the Spot Events.

You need to create a comprehensive marketing plan for multiple online platforms to garner maximum participation for an upcoming case competition to be during MV.

Deliverables:

- Submission in the form of a Word document

Expectations:

- Comprehensive details of plan, platforms, avenues with specificity
- Timelines
- Promotional strategies with estimated participation through those strategies

All the Best! In case of any queries, please contact:

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