



# RBU

**RAMDEOBABA UNIVERSITY, NAGPUR**  
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## **Report On: Activity by the Marketing Club- (Marketing Nexus) at Kshitij 2026**

**Event Name:** *Marketing Nexus*

**Organized by:** *Marketing Club, School of Management*

**Date & Time:** *17<sup>th</sup> January 2026*

**Venue:** *MBA Building*

**Participants-** *MBA, MBAI & BBA Students*

**Prepared by:** *Dr. Sampada Wasade In charge -Marketing Club, SOM*



The School of Management Marketing Club organized an innovative marketing activity titled Marketing Nexus as part of the pre-promotional initiatives for Kshitij 2026, held on 23rd and 24th January 2026. The activity was designed to provide students with practical exposure to modern marketing techniques by actively involving them in the promotion of a major institutional event.

In the era of digital media and social networking platforms, marketing strategies have evolved significantly. Recognizing this shift, the Marketing Club introduced a reel-based promotional competition to encourage students to apply theoretical marketing concepts in a real-world context. The activity successfully blended creativity, competition, and experiential learning, thereby enhancing students' understanding of digital and event marketing.

## Objectives

The key objectives of the *Marketing Nexus* activity were as follows:

1. To provide students with hands-on experience in digital and social media marketing.
2. To encourage creative thinking and strategic content development aligned with event branding.
3. To familiarize students with event promotion and brand positioning techniques.
4. To enhance students' communication, storytelling, and visual presentation skills.
5. To promote active participation and engagement among BBA and MBA students.
6. To bridge the gap between theoretical marketing concepts and practical application.



## Overview of the Activity



Marketing Nexus centred on a pre-promotion reel competition aimed at creating awareness and building excitement for Kshitij 2026. BBA and MBA students were invited to create short promotional reels showcasing the theme, highlights, and spirit of the event. The competition encouraged participants to utilize social media platforms as a marketing tool to reach a wider audience.

Students conceptualized, designed, and executed promotional reels using innovative ideas, visuals, and messages. The entries were evaluated on parameters such as creativity, relevance, clarity of message, audience engagement, and overall promotional impact. A panel of evaluators shortlisted the best reel, which was subsequently used for the official promotion of Kshitij 2026.

The activity provided students with real-time exposure to decision-making processes involved in marketing campaigns while simultaneously contributing to the successful pre-event promotion of Kshitij 2026.

## Learning Outcomes of the Activity

The *Marketing Nexus* activity resulted in several significant learning outcomes:



1. Students gained a practical understanding of digital marketing tools and techniques, particularly social media-based promotions.
2. Participants enhanced their creative and innovative thinking abilities, essential for effective marketing communication.
3. Students developed insights into event marketing, branding, and audience engagement strategies.
4. The activity improved students' communication and content creation skills, especially in short-form digital media.
5. Participants demonstrated increased confidence, professionalism, and industry readiness.
6. The competition fostered a spirit of healthy competition, teamwork, and peer learning.
7. Students were able to effectively apply theoretical marketing concepts such as promotion mix, consumer appeal, and brand communication in a real-world scenario.

## Conclusion

The *Marketing Nexus* activity organized by the School of Management Marketing Club was a successful initiative that effectively combined academic learning with practical application. The pre-promotion reel competition not only contributed to the successful promotion of Kshitij 2026 but also provided valuable experiential learning opportunities for BBA and MBA students. By engaging students in real-time marketing tasks, the activity enhanced their creativity, digital marketing skills, and professional competencies. Overall, Marketing Nexus served as an impactful platform for student development and reinforced the importance of experiential learning in management education.



**Submitted By,**  
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