

## C. MARKETING CELL

*“Marketing is a function where consumer insights play a great role and such insights are acquired only from experience.”*

*TRANSCEND – The Marketing Cell  
Energy, Creativity, Unity, Foresight, Innovation – A REVOLUTION*

*Transcend* endeavors to cultivate and foster marketing skills among students. It attempts to give practical orientation to various marketing concepts – from advertising to consumer behavior and research – which are usually only learnt in theory.

The *objective* of *Transcend* is to help students gain information about marketing fundamentals, tools and techniques. It works at updating students with discussions and lectures on contemporary issues in marketing. Its activities range from organizing marketing games (such as Brand Equity Quizzes, Ad competitions) to holding lectures and discussions on marketing. Hosting live marketing projects for business organizations falls within the *Transcend* ambit.

*Transcend* is an effort to provide students a platform to showcase and hone their marketing skills beyond classroom learning. The team will be the driving force behind all major marketing related activities on campus such as marketing festivals, quizzes, case studies, ad games, panel discussions and lectures from eminent personalities in the industry. *It is creativity at its best.*