

OPTIMA – 2K18

MARKETING

RULES

1. Each team can have a maximum of 5 members.
2. The topics/products will be given 10 minutes prior to the presentation.
3. Each team will be given a maximum of 10 minutes for preparation and a maximum of 7 minutes for presentation and an additional 3 minutes for a questionnaire session.
4. Evaluation will be based on innovative marketing approach, communication skills, logo, slogan/captions and team work.
5. There will be an added advantage for the team/participant if their presentation is in English, but the participants are at the liberty to use a language of their choice.
6. Decision made by the judges and the organizers will be final.