

# Report on “AURA”



## Bangalore Institute Of Technology Department Of MBA



Organises

# AURA

PURPOSE FUELS PASSION

On

22-07-2022

### EVENTS

- ACUMEN
- GLIMMER
- FLICKER

### Student Co-ordinators - MBA

Ms. Pallavi G  
Ms. Sinchana B V  
Mr. Harin K P  
Mr. Prajwal Gowda B U  
Mr. Bharath M S

VENUE - ROOM NO. 102,  
MBA BLOCK

TIMING - 2.00 PM

Dr. Chaitra Bocheer K S  
HOD - MBA

Dr. Deepak K V  
Imagine Club Co-ordinator MBA

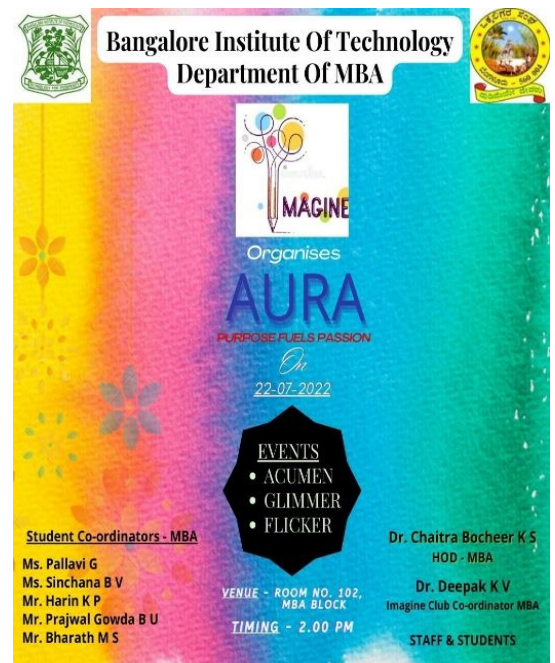
STAFF & STUDENTS

# Report on “AURA”

“AURA” a branding educative event was organized by the Department of MBA under the banner of **IMAGINE** Club on 22-07-2022.

The purpose of organizing event **AURA** was to create vulnerable characteristics among every student and to bring out the hidden talents.

“PURPOSE FUELS PASSION” was the tagline of AURA. **ACUMEN, GLIMMER & FLICKER** were the three rounds conducted. A total of 6 teams participated in the event. **BRAMAstra, YOUNG GUNS, REBELS, PANTHERS, SHOOTERS & TOWERS**



**ACUMEN** was the first activity; it consists of logos of various companies were teams had to identify, recall and understand the brand values of the companies as logo can quickly grab viewers attention and communicate a company's core values and develop its own unique stance and differentiate itself from others in the market.





### **Round 1: ACUMEN**

**GLIMMER** was the second activity, focused on quiz regarding company taglines of various sectors of industries. This aided students to know the taglines associated with the companies and their brand mantra and also it highlights the mission, purpose & culture of the entity and provides clarity about who you are and the promise you make to the customers.



### **Round 2: GLIMMER**

**FLICKER** was the final activity; it was a promotion-oriented activity. Teams were given their own choice of selecting a product and had to perform ads regarding the product of their own choice. This created attention, interest, desire action among the students about the product. Which follows CAB process. It starts by developing awareness (cognition) then desire (affect) before stimulating action (behavior).



### Round 3: FLICKER

Young Guns was announced as the winners of the event



### Winners-YOUNG GUNS



### **Student coordinators**

Three activities in total, fetched a good opportunity for students to explore their hidden talents and push their limits high, AURA was organized such that every student showed zeal in participating in the activities. Overall, it was a great experience for students in various domains be it advertisement, companies core values and objectives.

Dr. Deepak K V  
Imagine club coordinator MBA

Dr. Chaitra Bocheer K S  
HOD-MBA

Student coordinators:

1. Pallavi G
2. Bharath M S
3. Prajwal Gowda B U
4. Sinchana B V
5. Harin K P