



MARKETING TO THE MOON AND BACK

Dear Marketeers,



Congratulations on progressing to Round 2 of MarketShastra: Brilliance Unleashed; Unveiled! Your journey as Visionary Marketeers continues in this odyssey, where you are not just participants, but navigators crafting marketing marvels!

Round Brief:

MarketShastra Inc. is a company that crafts courses out of niche skills. Owing to the marketing prowess showcased by you in round one, MarketShastra Inc. has hired you!! Your role now is to choose any one of the skills given below, create a course out of it, and then market it to your target audience, planning everything from the pricing to the promotion tactics.

The submission should be in the form of:

- Video: Duration: 2-3 min + 1 poster.
- OR
- PPT: Maximum slides: 4, excluding the intro slide + 1 poster.

The submission should include:

1. The poster of the course,
2. The contents of your course (Max 7 topics with headings and 2 lines description each),
3. The GTM strategy you would be opting for

Submission file name: <Marketshastra><CollegeName><Team_Name>

Choose from the following courses to find the one that suits your preferences or requirements:

- How to Host Your Own Multiverse Party
- How to Plan a UFO Spotting Expedition
- How to Design Your Spacesuit for Intergalactic Fashion Shows
- How to Craft a DIY Alien Language and Host Linguistic Exchanges
- How to Organize a Galactic Game Night
- How to train an alien as your Pet
- How to help aliens shop in Sarojini
- How to solve global issues using extra-terrestrial help

May your marketing exploration be filled with innovation and creativity.

For any queries, contact:

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Wishing you a Galactic Success further,

Team Mark-O-Polo