

# Market-O-Mania

*Where Campus Meets Marketing Mayhem*



# MARKET-O-MANIA

## EVENT DETAILS :

Market-o-Mania is a dynamic non-technical symposium event where teams showcase communication and persuasion skills. Participants compete through Flip Flop and Marketing Contest rounds, presenting advantages, disadvantages, and creative sales pitches, convincing judges through clarity, confidence, and strategy within limited time constraints effectively.

## GENERAL RULES :

1. Each team must consist of 2 to 3 members only.
2. Round 1 duration : 30 minutes.
3. Round 2 duration : 30 minutes.

## CASH PRIZE :

1<sup>st</sup> PRIZE - Rs 1500

## ROUND 1 :

1. Round 1 is a flip flop event Use of mobile phones, notes, or external assistance is strictly prohibited.
2. A topic will be given on the spot by the coordinators.
3. Each team must speak on both the advantages and disadvantages of the given topic.
4. Teams may divide the speaking roles among members as they wish.
5. No preparation time will be provided.

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## ROUND 2 :

- 1.Round 2 is a team-based marketing and persuasion round.
- 2.Only the three shortlisted teams from Round 1 are eligible to participate.
- 3.A product will be provided by the coordinators, and participants must
- 4.market the given product to the judges as potential customers or investors.
- 5.The total time allotted is 10 minutes per team.
- 6.This is a presentation based event.
- 7.Teams may divide roles among members for pitching, explanation, persuasion.
- 8.The judges' decision will be final and binding.

## CO-ORDINATORS :

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