

JNTUA School of Management Studies has various functional clubs such as Marketing, Finance, HR & Systems, which focuses on developing core knowledge & skills. The clubs are formed based on the specializations that the 2nd year students choose during their MBA program. Further these clubs act as a base for the project work in giving practical exposure. It also helps for catering placements. The clubs are

MARKETING CLUB

The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpen their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.

Mission

To provide students a platform to explore and better their skills by providing exposure to various business events, industry events.

Vision

To help students derive value through collaboration of our members and help nurture their talent that will give them an edge across various functions of marketing such as Digital marketing, online sales, and offline sales, branding communication.

Objectives:

1. To develop know-how on marketing strategies, marketing terms and jargon.
2. To implement/apply various marketing, business concepts through events and games so as to be able to cover topics ranging from strategies, branding etc.
3. To share knowledge and marketing technique.
4. To have practical application of theories.
5. To have less of formal meetings and have more market strategizing.
6. To make students come up with creative thinking abilities in solving problems and marketing issues.
7. To provide and teach them art and techniques related to marketing which would help them be industry-ready.

Functions:

Dedicated speaker panels throughout the year to address a variety of industries and functional roles including brand management, field marketing, marketing communications, brand strategy, market research and green marketing; marketing focused field trips and facility tours to gain "behind the scenes" insight; on and off-site workshops that enlist participation and expertise from regional businesses; increased engagement with JNTUA SMS marketing faculty.

Club Activities

- Marketing Simulations
- Marketing seminars, guest Speakers
- Brand Competitions
- Best Marketing project award
- Networking with the corporate world
- Real life marketing research
- New product development and promotional activities
- Customer Relationship Management
- Supply chain management