



K. S. School of Engineering and Management

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Event Name:

Product Launch, Logo creation

Department/ Club/ COE Name:

MBA Department, Marketing club event

Objectives:

Write here (max 100 characters)

- > To make students understand the logo creation process
- > To demonstrate the logo creation process.
- > To assure each student creates their own logo.

Summary:

I Semester students were educated about the importance of logo as well logo creation process. Even color significance was also discussed. Afterwards, students were informed to create their own logo for department's marketing club.

The competition was held to create a logo for marketing club.

Benefits:

The students actively participated in the competition and presented the logo in front of the class. Voting was done to choose best logo for the marketing club.

Registration details:

All first semester students are participated in the marketing club activity.

Feedback details:

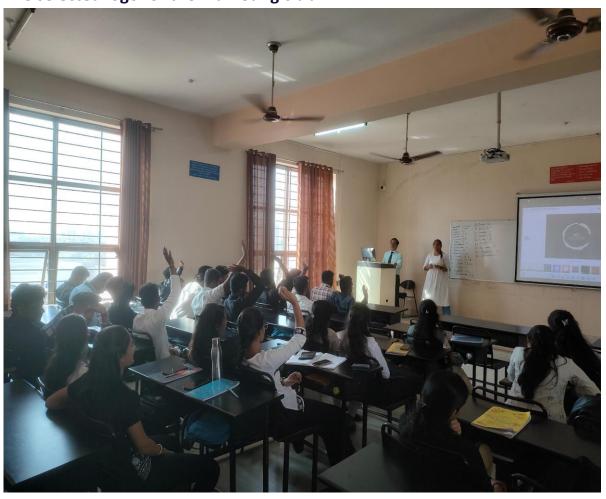
The students learned and they are ready to create logo for small and medium business entities.

Photo 1 – Collage



Photo 2

The selected logo for the marketing club







Mr. Santhosh Nayak won in a logo making competition.

Social Media Links			
Twitter			
Faceboo	https://www.facebook.com/photo/?fbid=378974048213666&set=a.12874		
k	9536569453		
Instagra			
m			
Video			
url, if			
applicab			
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(If there is only one social media, kindly remove the other 2 rows)

S. No	Particulars	Details
1	Name of the resource	Manjunatha S
	person	
2	Designation	Associate Prof and HOD
3	Contact Details - Mobile	
4	Contact Details – e-mail	95350 23428, hod.mba@kssem.edu.in
	id	
5	Date of event(If more	
	than 1 day, mention	
	from and to date)	

6	Duration in mins	Two hours
7	Number of student	48
	participations	
8	Number of faculty	01
	participations	
9	Number of external	NA
	participations	

MARKETING CLUB COORDINATOR HOD-MBA RKETING CLUB COORDINATOR HOD- MBA PRINCIPAL/DIRECTOR PROF. MANJUNATHA S PROF. MANJUNATHA S DR. K RAMA NARASIMHA

PRINCIPAL/DIRECTOR

& PROF. MEGHANA C