

Annual Report

Mark In Mind - The Marketing Society

Sri Guru Gobind Singh College of Commerce, University of Delhi



2024-25

2025-26

INSTITUTIONAL OVERVIEW

An Overview of the University and the Affiliated College

Delhi University

Delhi University (DU) is one of India's premier and largest public central universities, established in 1922. Located in New Delhi, it is renowned for its high academic standards, diverse courses, and vibrant campus life. It has two main campuses – North Campus and South Campus – and over 90 affiliated colleges. Known for producing notable alumni in politics, arts, science, and business, Delhi University is highly competitive and attracts students from all over India and abroad.



Sri Guru Gobind Singh College of Commerce

Sri Guru Gobind Singh College of Commerce (SGGSCC) is a prestigious college under Delhi University, established in 1984 as the second commerce college of the University of Delhi. Located in Pitampura, Delhi, it is known for its excellence in commerce, economics, and management education. The college offers undergraduate and postgraduate programs like B.Com. (Hons), B.A. (Hons) Economics, BMS, and M.Com., along with various add-on courses. In 2024, SGGSCC was ranked 39th among 300 colleges in India by the National Institutional Ranking Framework (NIRF), reflecting its growing academic stature.

MARKINMIND

The Marketing Society of SGGSCC

Fueling Marketing That Leaves a Mark

OVERVIEW

MarkInMind is the Marketing Society of Sri Guru Gobind Singh College of Commerce, University of Delhi. Founded in 2024, to create a dynamic platform for students to explore marketing beyond the classroom, MarkInMind has rapidly grown into a vibrant community. In its inaugural year, the society was driven by a team of around 60 dedicated members who led all activities, while over 500 marketing enthusiasts actively participate in our community, sharing ideas, knowledge, and opportunities.

We believe marketing is more than just theory – it's about real stories, strategic thinking, and hands-on experience. MarkInMind bridges the gap between academics and industry by offering various initiatives that foster creativity, learning, and practical exposure.

KEY INITIATIVES & CAMPAIGNS

MARKETING MIND CHALLENGE (JULY, 2024)

A week-long competitive series designed to engage members with daily marketing challenges, sharpening their skills and providing a gateway to internships and live projects.



DEMYSTIFYING MARKETING SERIES

Digital posts and discussions highlighting iconic marketing campaigns and trends, keeping members updated and inspired with real-world case studies.

MARKETING BUZZ QUIZ

An engaging weekly series that tested marketing knowledge through industry-themed quizzes. It aimed to spark curiosity, enhance learning, and maintain active community participation.

HIGH-VISIBILITY CASE STUDIES

MarkInMind analyzed how brands capitalized on high-visibility moments to shape perception and boost engagement. From immersive activations at Diljit Dosanjh's Dil-Luminati Tour—featuring Zomato, Levi's, HDFC Bank, Mokobara, and Veeba—to the buzz around MrBeast's Feastables India launch with creators like CarryMinati, we explored how relevance, timing, and relatability fuel modern marketing. Our insights sparked conversations, **earning recognition and engagement from leading brands like Coca-Cola, OYO, Jeevansathi, Levi's, and more on social media.**

Casebook and Live Projects

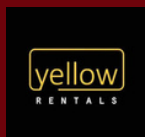
Casebook Launch

In February, MarkInMind unveiled Mark-It, the society's first-ever Marketing Casebook, a pioneering initiative in the DU circuit. The Casebook was launched through an on-ground event held in the college, designed to celebrate the blend of academic insight and real-world application.



The event featured an insightful Speaker Session with Mr. Puneet Dang—a Strategy & Growth Leader, Author, and Founder of EDZER.

Alongside the launch, physical copies of the Casebook were distributed to the SGGSCC library, while a digital version was made available to the broader university network. The Casebook features case analysis, campaign breakdowns, and frameworks like SWOT, PESTEL, and Ansoff Matrix, all applied to real-life marketing scenarios. **You can access the casebook at [Link](#)**



Yellow Rentals

Yellow Rentals specializes in cost-effective, high-quality equipment rentals, including cameras and lighting. Through this live project, members explored their efficient rental workflows and customer-centric operations, deepening their grasp of service design and operational marketing.

LIVE PROJECTS

AIESEC



AIESEC is a global youth organization promoting leadership through internships and volunteering. Currently, a research paper is being developed under their guidance, and offline drives are also planned to strengthen collaboration.



Across both collaborations, MarkInMind offered a blend of strategic support and execution—ranging from digital research and campaign inputs to offline promotional drives and stakeholder coordination. Together, they reflect our core belief in combining insight with initiative to create value-driven outcomes.

UBON Live Project

MarkInMind collaborated with UBON, one of India's leading electronics brands and the country's No.1 mobile accessories company, for a live marketing project aimed at strengthening the brand's youth connect and campus presence. The project blended creativity with strategy, combining on-ground engagement and digital activation to enhance UBON's visibility among college students.

As part of the campaign, our team organized a series of marketing events across top Delhi colleges, including IIT Delhi and Shaheed Sukhdev College of Business Studies. These events featured interactive games and product-based activities that allowed students to experience UBON's range of audio and tech accessories firsthand. The games were designed to highlight UBON's product quality, durability, and innovation, ensuring that the brand message resonated with the young audience in a fun and memorable way.



Our campaigns achieved impressive traction – generating over 10,000 online interactions and more than 1,000 registrations during the course of the project.

The success of this initiative earned MarkInMind an official Letter of Recommendation from UBON, recognizing the society's strategic approach, creative execution, and tangible marketing impact.

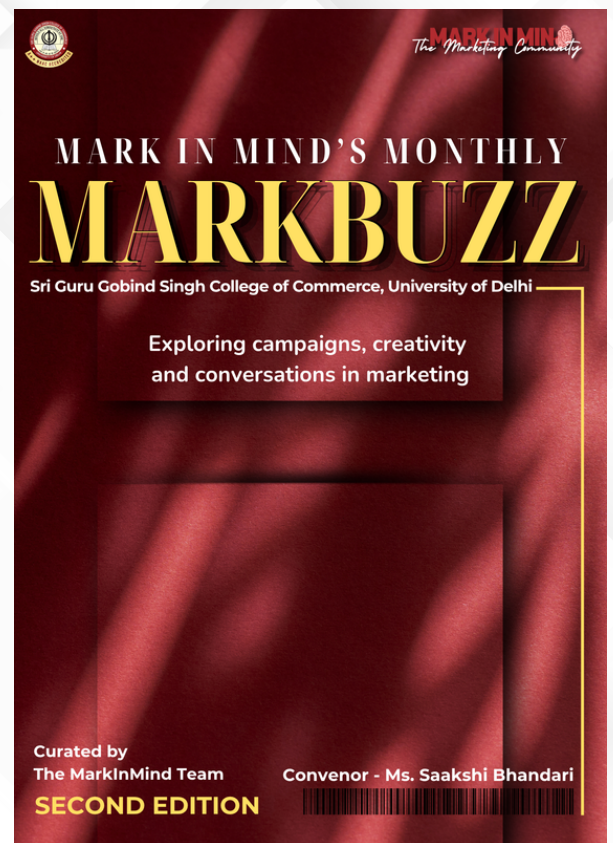


MarkBuzz Bulletin

MarkBuzz, the monthly marketing bulletin curated by MarkInMind, the Marketing Society of Sri Guru Gobind Singh College of Commerce, University of Delhi, serves as a vibrant platform that connects classroom learning with real-world marketing practice. Written and designed by students, it offers a blend of campaign analyses, industry insights, creative articles, and reflections on marketing projects, encouraging readers to engage critically with the evolving business landscape.

You can access all editions of MarkBuzz through the following link: [Link](#)

Each edition captures the spirit of creativity, curiosity, and collaboration that defines the society, showcasing diverse student perspectives on modern marketing trends and innovations.



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Each release inspires students to think beyond textbooks, explore emerging marketing concepts, and express their ideas with clarity and confidence. Through this process, contributors gain valuable experience in content creation, research, and strategic communication, strengthening their analytical and professional skills.



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