

Marketing Maestro '24: Product Pitch Competition

Welcome to **Marketing Maestro '24**, a competitive event organized by the **Entrepreneurship Cell at MITAOE**. This competition centers on students presenting a comprehensive marketing pitch for a chosen product from predefined categories. The event is an opportunity to showcase marketing creativity, strategy, and presentation skills in a real-world context.

Event Overview

Event Name	Marketing Maestro '24
Organized By	Entrepreneurship Cell, MITAOE
Objective	To pitch and market a selected product effectively
Target Audience	Students only
Team Size	3-4 members per team
Entry Fee	₹99 per team
Total Prizes Worth	Rs. 5000+
Event Dates	November 8, 2024
Location	D-Wing 308, MITAOE

Event Structure

- **Round 1: PPT Submission**

- Each team will prepare a PowerPoint presentation that pitches their chosen product.
- **Deliverables:** PowerPoint presentation, Instagram post for marketing.
- **Submission Deadline:** November 7, 2024, 11:59 PM.

- **Round 2: Live Presentation**

- Top 7 teams from Round 1 will advance to pitch the product in front of judges.
- **Dates:** November 8, 2024
- **Additional Task:** Teams' Instagram advertisements will be uploaded to E-Cell's official instagram account to gauge audience engagement.

Evaluation Criteria For Round 2 (Live Presentation)

Evaluation Criteria	Weight (%)	Description
Marketing Presentation	50%	Clarity, creativity, and effectiveness of the marketing strategy presented in the PPT.
Audience Poll	25%	Engagement level and positive feedback received during the audience poll.
Instagram Post Likes	25%	Number of organic likes on the Instagram post, reflecting audience engagement and appeal.

Marketing Maestro Competition Rules & Guidelines

1. Content & Submission:

- **Deadline for Round 1: 7th November 2024, 11:59 PM**
 - **PPT:** Follow the E-Cell template.
 - **Instagram Post:** Original, creative, and relevant. Engaging captions are a must!
 - **Originality:** 100% original content required. Plagiarism = disqualification.

2. Evaluation Criteria:

- **Marketing Presentation:** 50%
- **Audience Poll:** 25%
- **Instagram Likes:** 25%
- **Final decisions by E-Cell are binding.**

3. Audience Engagement (Round 2):

- Promote your posts for organic likes!
- **No unethical practices** (e.g., bots or paid likes). Violations result in disqualification.

4. Final Authority:

- **All E-Cell decisions are final.**

5. Submission Format & Naming:

- **Naming Convention:** TeamName_Round1_PPT & TeamName_Round1_InstagramPost.
- **Formats:** PPT: .ppt or .pptx; Instagram: .jpeg or .png.
- Follow naming conventions to avoid point deductions.

Key Objectives:

- Apply marketing concepts to real-world scenarios.
- Craft effective and practical marketing plans.
- Showcase your marketing knowledge and strategies.
- Develop innovative and creative marketing ideas.
- Enhance your communication and presentation skills.

Frequently Asked Questions:

Q1: What is the Marketing Maestro?

The Marketing Maestro is a thrilling competition where you can present your creative and innovative marketing strategies for real-world situations!

Q2: Who can participate?

Open to all students eager to enhance their marketing skills—whether individually or in teams.

Q3: When and where is it happening?

Mark your calendars for **November 8th, 2024** at the **MITAOE Campus!**


Q4: Why participate?

Gain practical experience, boost your marketing and presentation skills, showcase your creativity, and network with peers and mentors!

Got Questions?

Reach out to us!

 Email: ecell@mitaoe.ac.in

 Phone: [+91 8261977472]

Ready to showcase your marketing mastery?

Note: The E-Cell's decisions are final and conclusive—no objections or disputes will be entertained.

Best Regards,

Entrepreneurship Cell, MITAOE