



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Marketing Club- TRIOC's

Presents: Marketing Mania

Report of the Event Conducted

Department: BBA

Date of Report: 24-10-2025

Sl. No.	Particulars	Event related Details			
1.	Event*	Marketing Club- Trio C's			
2.	Title of the Event	CELEBRITY SPOTLIGHT			
3.	Date of Event	17/10/2025	4.	Time	2.00PM-3:00 PM
5.	Venue	Building No 13: Room No: 212			
6.	Resource Person 1 Details (Profile to be enclosed)	N/A			
7.	Topics Covered	NA			
8.	Resource Person 2 Details	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants	Internal:	NA	External:	NA
11.	No. Student Participants	Internal:	62	External:	NA
12.	Faculty Coordinator/s	Full Name Prof. Vidyashree, Prof. Rajendra Kumar, Prof. Jayashree, Prof. Lokeshwari Department BBA/ B.Com Designation Assistant Professor			
13.	Student Coordinator/s	Full Name Attiba Fathima, Farisha Khan, Baghya Kirana Madhumitha Department BBA/ BCOM Designation Student Coordinator			
14.	Total Expenditure		NA	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	Yes	19.	Report sent to Newspapers? If yes, provide cuttings/images:	
20.	Certificates Printed?	NA	21.	Feedback Collected?	



	(Attach a copy**)				
22.	Attendance Sheet Attached?"	Yes	23.	Photographs of the Event	yes
24.	Summary of the Event	Dayananda Sagar college of Arts Science and commerce has organized the Marketing Club Orientation on 17th October 2025 in building no 13 at 212 room number. The "Celebrity Spotlight" event was an exciting and interactive activity designed to test students' awareness of popular brands and celebrity endorsements. In today's world, celebrities play a major role in shaping consumer perceptions, and brand slogans often leave a lasting impression in the minds of audiences. This event brought together both aspects in a fun and competitive way. Event Format: The event consisted of two engaging rounds: Celebrity Endorsement Round: Students were shown images or clues related to popular celebrities and had to identify the brands they endorse. This round tested participants' observation skills, recall, and knowledge of advertising trends. Brand Slogan Round: Participants were presented with famous brand taglines or slogans, and they had to correctly name the corresponding brand. This round highlighted their familiarity with marketing communication and brand identity. Learning Outcomes: - Improved recognition of brand-celebrity associations. - Better understanding of how slogans reinforce brand identity. - Development of quick thinking and marketing insight. - Promotion of teamwork, enthusiasm, and healthy competition among students.			

V.R. [Signature]

Event Coordinator

[Signature]
24/10/24

IQAC Coordinator

[Signature]
Principal

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumarar Any Layout, Bengaluru - 560 111





**DAYANANDA SAGAR COLLEGE OF ARTS
SCIENCE AND COMMERCE**



(AFFILIATED TO BANGLORE UNIVERSITY)
SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT BANGLORE-560075

DEPARTMENT OF MANAGEMENT -BBA

TRIO C'S

THE MARKETING CLUB

IS HONORED TO HOST

"Celebrity Spotlight"

 **DATE**
17:10:2025



 **TIME**
2pm-3pm

VENUE

 **ROOM NO: 212 2FLOOR,
BUILDING NO 13**

FACULTY COORDINATORS
PROF. VIDHYA SHREE.S
PROF. JAYASHREE.C
PROF. LOKESHWARLDV
PROF. VI.RAJENDRA KUMAR



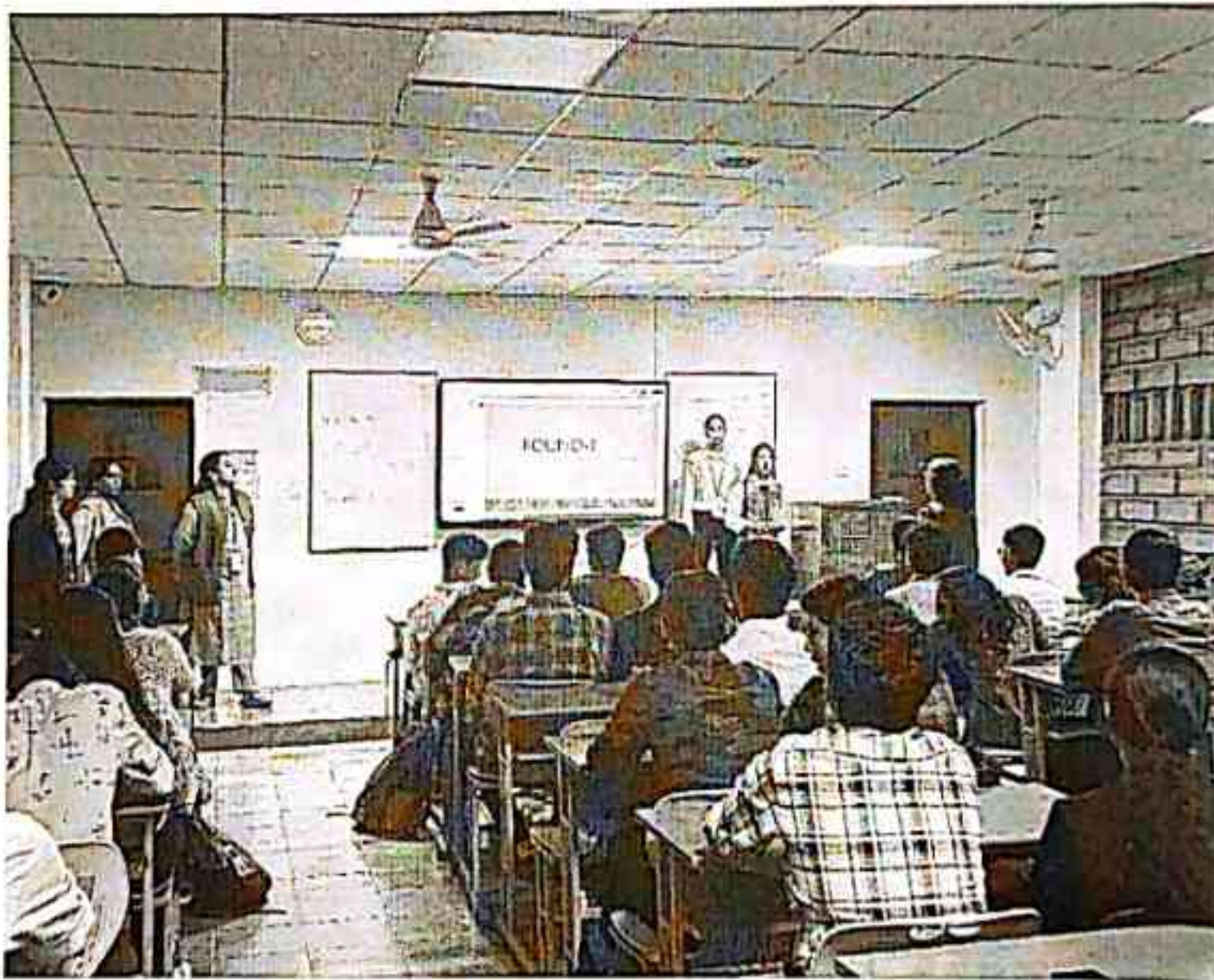
STUDENT COORDINATORS
MS. BHAGYA KIRANA.S
MS. MADHUMITHAS
MS. ATTIBA FATHIMA
MS. FARISA KHAN



Introduction to the Session



Participants actively taking part in the session



All the Participants of the event.



Dayananda Sagar college of Arts, Science and Commerce

Kumaraswamy Layout, Bengaluru-560111

Department of Commerce – B.Com.

The Marketing Club – Trio C's

Date: 17/10/2025

Building No.13

Time: 2:00 PM

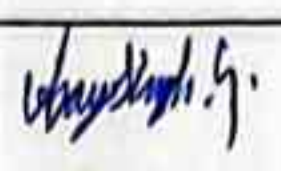
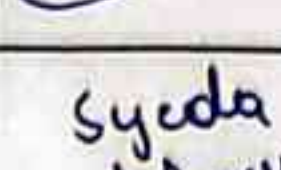
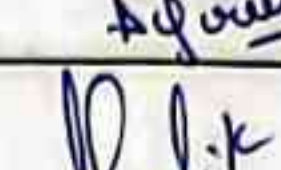
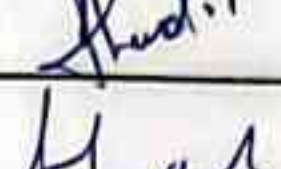
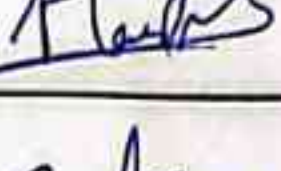
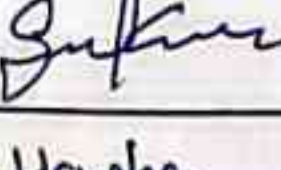
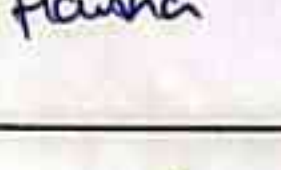
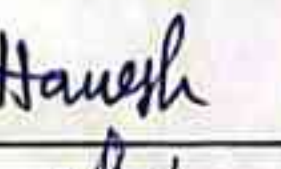
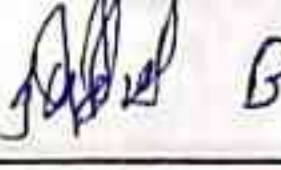
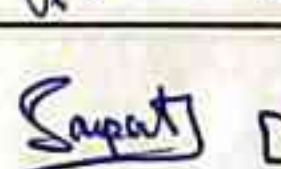
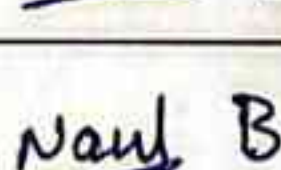
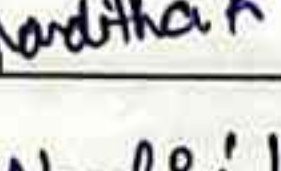
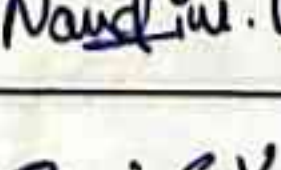
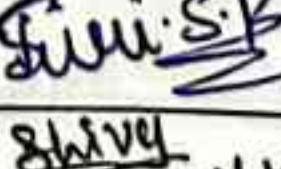
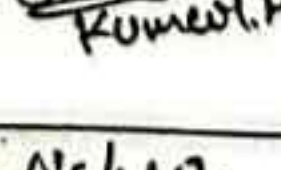
Venue: 212

EVENT : CELEBRITY SPOTLIGHT

Attendance

Sl. No.	Name of the Participants	Signature
1	Zuhairain U03CJ24M0092	Zuhairain BBA III Sem.
2	N. Narceena U03CJ24M0050	N. Narceena BBA III Sem.
3	Swathi A U03CJ24C0087	Swathi A B.Com 3 Sem
4	Anusha V C0028	Anusha V B.COM. 1 st Sem
5	Surbhi Kumari	Surbhi BBA - III Sem.
6	V. Ashwarya	V. Ashwarya BBA - III Sem.
7	Chiranthann KS	Chiranthann KS B.COM - I Sem A Sec
8	Yogesh pawar	Yogesh pawar B.Com - I sem F Sec
9	Dhanush yadav C0080	Dhanush yadav B.com 1 sem F Sec
10	Bhanupriya . N.	Bhanupriya . N. B.Com I sem F Sec
11	H R Muresh	H R Muresh B.Com I sem F Sec
12	Krishna Patil	Krishna Patil B.Com I sem F Sec



No.	Name of the Participants	Signature
13.	Ajay Singh	 B.COM. 1 st SEM F-Section
14	Mayank Soni	 B.com 1 st sem E-sec
15	Syeda Aqreen	 B.com 1 st sem E sec
16	Hardik Kumar	 B.com 1 st Sem E Section
17.	Harish Brahloti, K	 B.com 1 st sem E-section
18.	Girish kumar	 BBA 3 rd sem 'C'
19	N. Harsha vardhan	 BBA 3 rd "B"
20	N. Hanes h	 BBA 3 rd sem 'B'
21	Idarav Varma	 B.com. 1 st sem
22.	Hithaishi N. Thunga.	 B.COM 1 st SEM
23.	KASHISH KEERTHANA . D	 B.com 1 st SEM 'E'
24	Sampath . S. Raikan	 B.COM 1 st SEM 'E'
25	P.N. Nandini Gupta	 B.com 1 st sem 'F'
26.	Nanditha . K	 B.com 1 st sem 'F'
27.	Nandini P V	 B.com 1 st sem 'F'
28.	Sini . S	 B.com 1 st sem 'F'
29	Shivelkumar. M	 D.B.A 3 rd sem 'C'
30	Vishnu. N	 BBA 3 rd sem 'C'
31	Shak Afid	 BBA 3 rd sem 'C'
32	Syed Liyakhat	 BBA 3 rd sem 'C'



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Kumaraswamy Layout, Bengaluru-560111

Department of Commerce – B.Com.

The Marketing Club – Trio C's

Date: 17/10/2025

Building No.13

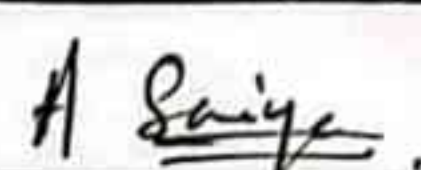
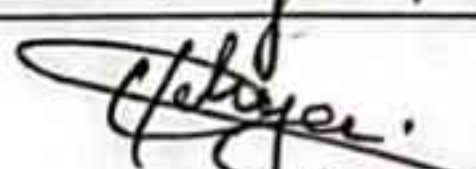
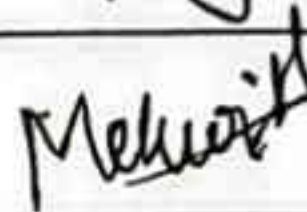
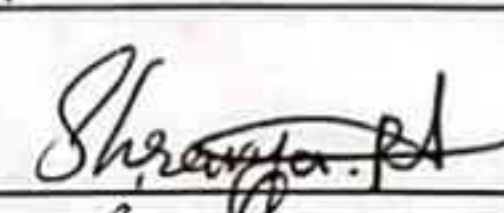
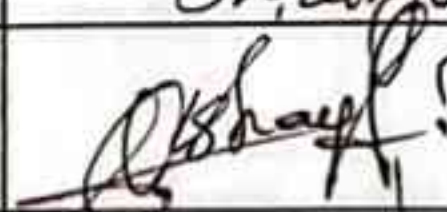
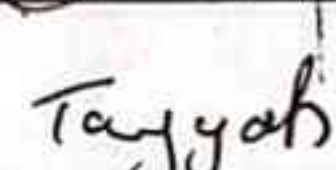
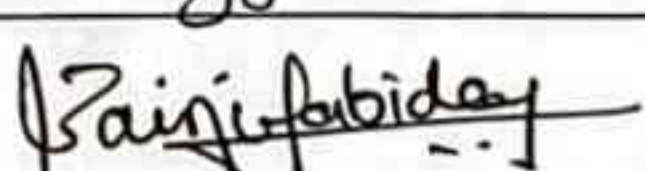
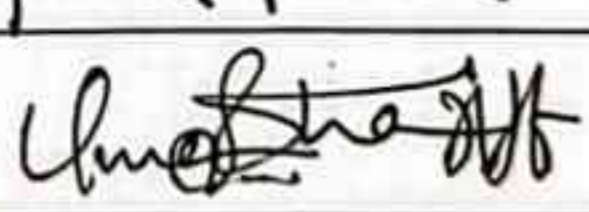
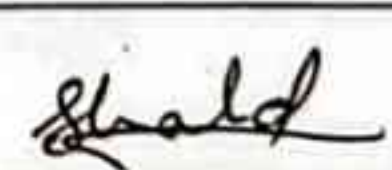
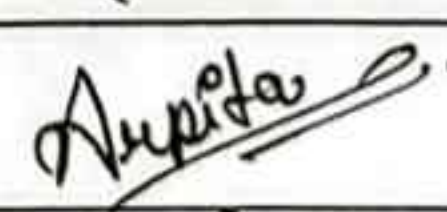
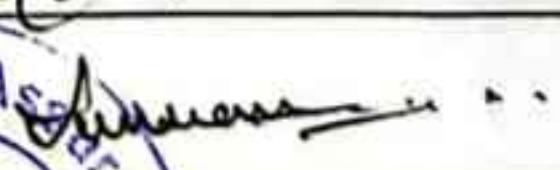
Time: 2:00 PM

Venue: J12

EVENT : CELEBRITY SPOTLIGHT

Attendance

Sl. No.	Name of the Participants	Signature
1	Sarvesh Ravi 3 rd Sem BBA (U03CJ24M0097)	Sarvesh
2	Shaik Afid 3 rd sem BBA (U03CJ24M0161)	Afid
3)	Syed Liphkat 3 rd sem BBA (U03CJ24M0098)	Syed
4)	Sangeetha 1 st sem BCOM (U03CJ25C0294)	Sangeetha
5)	Shwetha 1 st SEM BCOM (U03CJ25C0315)	Shwetha
6)	Vaibhav 1 st sem BCOM (U03CJ25C0369)	Vaibhav. R.
7)	Sumeet 1 st sem BCOM (U03CJ25C0336)	Sumeet
8)	Kollanki Kartikeya Suhās B.Com. (U03CJ25C0374)	Suhās
9)	Sameer diwanji, R 1 st Sem B.Com (U03CJ25C0375)	Sameer
10)	Karthik Das 1 st B.COM 'E' U03CJ25C0130	Karthik Das
11	KARPURI THAKUR U03CJ25C0129	Karpuri Thakur
12	Krishna Singh Rajpurahith	Krishna

No.	Name of the Participants	Signature
12	Mohammad Sarsim	
13.	Krupa M. Jain	
14.	Basanthnayagowda	
15.	Mohammed Enayath	
16.	Adnan Khan	
17.	Zunobiya . z	
18.	A. Saniya Khanum	
19.	Mohammed Yahya . S	
20.	Mekubh	
21.	Shravya. R	
22.)	AKShay . B	
23.)	SYED MD Tayyab Ashraf	
24	Zain-ul-abidin	
25.	Mohammed Umar Shariff. B.COM UO3CT25C0194 E' Sec	
26	Mohammed Shakid . S B. com UO3CS25C0192 E' Sec	
27.	Auspita Kumari	
28.	Shruti Kumari	
29.	Tuman Chandra	
30.	Shivam Kumar BBA 'C' III rd SEM	