



Kammavari Sangham (R) 1952

K. S. GROUP OF INSTITUTIONS

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Event name: MARKETING CLUB ACTIVITY

Date and time: 11.02.2023

Targeted audience: 1st year Students

Venue: 1st YEAR CLASSROOM

Event Coordinator: Prof. V. Vidyashree & Prof. Arundathi K L

Objectives

- To create a Social Media post.**
- To Use ideas wisely.**
- Create Custom Product Launch Hashtags**
- Facilitate Networking**
- Try Something Different**

Details of event

A product launch is a coordinated effort to bring a new solution to the market. The goal? To build excitement for and awareness of your product.

Product launches involve several teams, including the sales team, the customer support team, product teams, product marketing, event management, and even managers. Each team aligns and works together to maximize launch potential — building anticipation, interest, brand awareness, and momentum in the process.

Some product launches are more memorable and successful than others. When Apple releases a new iPhone, for example, they distribute several press releases and stories before unveiling the new design at their annual conference. This creates so much excitement and hype that would-be users queue overnight at retail stores to get the device.

A successful product launch not only leads to greater interest and sustained sales-generated revenue, but it can also boost your other products if they're bundled into launch packages.

A failed product launch can result in more than lost sales opportunities: it can create a bad impression of your brand as a whole and provide little to no return on your investment.

The students presented their unique products and explained the feasibility and scalability of the product .

Photographs from the session



Social Media links from the Session

- LINKEDIN :
https://www.linkedin.com/feed/update/urn:li:activity:7034943598202675200?utm_source=share&utm_medium=member_desktop
- INSTAGRAM :
https://www.instagram.com/p/CpDd7EGvDcW/?utm_source=ig_web_copy_link
- FACEBOOK <https://www.facebook.com/profile.php?id=100083032217338>

COORDINATOR

**PROF. V VIDYASHREE
And PROF.ARUNDATHI K L**

HOD-MBA

DR. SHEKAR H S

PRINCIPAL/DIRECTOR

DR. RAMA NARASIMHA