



Kammavari Sangham (R), 1952

K. S. School of Engineering and Management

Approved by AICTE-1-5279601, New Delhi; Affiliated to VTU, Belagavi

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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	
Facebook	https://www.facebook.com/photo/?fbid=378974048213666&set=a.128749536569453
Instagram	
Video url, if applicable	

(If there is only one social media, kindly remove the other 2 rows)

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

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

MARKETING CLUB COORDINATOR
PROF. MANJUNATHA S
&
PROF. MEGHANA C

HOD- MBA
PROF. MANJUNATHA S

PRINCIPAL/DIRECTOR
DR. K RAMA NARASIMHA