MARKETING MARATHON 2026

E-Cell, Nirma University

OVERVIEW

Marketing Marathon 2026 was organised by the Entrepreneurship Cell (E-Cell), Nirma University, on 10 October 2026. The main aim of the event was to give students practical exposure to sales, marketing, pitching, and storytelling through an interactive workshop followed by a campus-wide marketing challenge.

The event began with a workshop conducted by Dr Brahma Raval, followed by a challenge in which participating teams had to locate assigned products across designated campus zones, prepare short elevator pitches within a given time, and present their ideas to mentors at the Incubation Centre.

The event provided students with an opportunity to experience marketing beyond the classroom by putting their communication, creativity, and persuasion skills to the test. It also encouraged teamwork, quick thinking, and the ability to present a product effectively in a competitive setting.



(Introduction to Marketing Marathon)

FROM PLANNING TO EXECUTION: THE PRE-EVENT JOURNEY

Strategic Planning

The planning process focused on creating an engaging event that combined professional guidance with practical experience. The team coordinated various responsibilities, including marketing, content creation, participant outreach, registration, venue arrangements, and event logistics.

A two-part format was developed to connect learning with application. The workshop would introduce participants to key marketing concepts, while the subsequent challenge would allow them to put these ideas into practice through product presentations and elevator pitches.The team also worked on promoting the event through social media and communicating its format to students to encourage participation. Regular coordination and task allocation helped ensure that the necessary preparations were completed before the event.

Marketing and Promotion

The Marketing Department played an important role in creating awareness about Marketing Marathon 2026 and reaching the target audience across the university.

The promotional activities included:

- **Social Media Promotion and Content Creation**: Created and posted regular Instagram reels and posts to promote the event and keep the audience engaged. Promotional reels were also shot, and the edited content was reviewed and verified by Rashmika Ma'am before being published.
- **Campus-to-Campus (C2C) Marketing:** The event was promoted among first-year and second-year BBA , B.Tech ,, pharma , design and commerce students to encourage participation.

Content

- **WhatsApp Promotions:** WhatsApp floats were prepared and circulated to share event announcements, registration information and important updates.
- **Email Promotion:** Promotional emails were drafted to communicate event details and encourage registrations.
- **Content Writing and Documentation:** The team worked on promotional captions, email drafts, press notes, event reports and Google Forms content.

Logistics and Event Preparation

The Logistics Department was responsible for the physical arrangements required to conduct the event. Its responsibilities included ensuring venue readiness, arranging seating, checking audio equipment and microphones, and making sure that the necessary materials were available.

The team was also responsible for ensuring drinking water availability, arranging stationery and other event essentials, coordinating volunteers and addressing last-minute requirements. These preparations were important for maintaining an organised environment for participants, mentors and the organising team.

Participant Registration and Coordination

Marketing Marathon 2026 received **96 registrations, with 20 teams participating** in the competition. The event guidelines required participants to report to A-101 by 8:45 AM for registration and attendance.

The organising team communicated the event guidelines, reporting instructions and competition format to participants. Teams were required to complete registration and check in at the designated registration desk before the event began.Clear communication of the rules and schedule helped participants understand the expectations and prepare for the different stages of the competition.

EVENT DAY: 10TH OCTOBER 2026

Workshop: 9:00 AM - 10:30 AM

Marketing Marathon: 11:00 AM -2:00 PM

Reporting Venue: A-Block, Room 101

Interactive Workshop on Marketing and Pitching

The event began with an interactive workshop conducted by **Dr Brahma Raval**, a marketing and branding strategist, academician and corporate leader with extensive experience across education and industry.

Dr Raval is a PhD Gold Medalist in Marketing and a lawyer. He has served as a director on the boards of six publicly listed companies in India and headed Marketing at MICA for a decade. He currently leads Marketing and Branding at Sanskardham and is pursuing a master's degree in Media Laws.

During the workshop, students learned how to market different products and present startup ideas effectively. Dr Raval introduced a structured approach to pitching, helping participants understand how to organise their ideas, communicate a product's value and present their pitches in a way that connects with their audience.This session provided participants with a

foundation for the competition that followed, allowing them to approach the product-pitching challenge with a clearer understanding of marketing, persuasion and storytelling.

[Insert photograph: Dr Brahma Raval conducting the workshop]

Dr Brahma Raval interacting with participants during the marketing and pitching workshop.

The Marketing Challenge

Following the workshop, participants moved on to the main competition, which tested their ability to apply marketing concepts in a practical setting.

The 20 teams were divided into two rounds:pitching four assigned products and presenting a fifth, innovative product to mentors at the Incubation Centre. with ten teams participating in each round. Each round lasted one hour, and teams were provided with instructions regarding their round allocation and assigned tasks.

Product Discovery and Elevator Pitching

Each team had to find four assigned products from campus zones A, B, and C and prepare a two-minute elevator pitch for each. The products included a dummy phone, CD, single sock, empty matchbox, anti-ageing cream, banana peel, hair fall shampoo, hanger, and used toothbrush.

Participants had to think creatively, identify possible uses for their products, and convince the E-Cell members of the challenge of their value without modifying the items. The activity tested their ability to think on the spot, work as a team, and pitch even the most unusual products effectively.



(*Participants identify assigned products and prepare their elevator pitches during the campus challenge.)*

The Fifth Product Presentation

The fifth-product round was held at the Incubation Centre, where each team presented an innovative product idea to the mentors within five minutes. Teams could introduce a new concept, improve an existing product, or present a prototype prepared in advance. This round gave participants the freedom to showcase their creativity and entrepreneurial thinking by turning their ideas into convincing product pitches.



(*Teams presenting their innovative products at the Incubation Centre*)

Rules and Evaluation

The competition followed a structured marking scheme with a total of 100 points.

Evaluation component	Marks
Four product pitches (10 marks each)	40
Timing	10
Fifth-product presentation to mentors/judges	50
Total	**100**

Teams were evaluated on creativity, persuasion, efficiency, and product presentation. All members had to participate in the pitches, while E-Cell volunteers stationed at designated campus zones guided the activity. Seeking hints to locate products resulted in a two-point penalty per hint. These rules ensured fair competition and encouraged teams to rely on their own creativity and teamwork.

RESULTS AND WINNERS

Marketing Marathon 2026 concluded with the recognition of the teams that performed best in the competition.

The winning teams were:

First Place: Team AdHawks

Second Place: Team Marketing Mavericks 2

Third Place: Team Marketing Monks

The winning teams were recognised for their performance in the competition. The event also featured a cash prize of ₹5,000 for the winners..



(The participants of Marketing Marathon 2026)

ACKNOWLEDGEMENTS

E-Cell, Nirma University, extends its sincere gratitude to **Ms Rashmika Shah, Manager, Incubation Centre, Nirma University**, for providing the team with the opportunity to organise Marketing Marathon 2026.The team also expresses its gratitude to **Dr Brahma Raval** for conducting the interactive workshop and sharing valuable insights into marketing, pitching and storytelling.

Special appreciation goes to all E-Cell members and volunteers whose efforts, coordination and contribution supported the planning and execution of the event. The collective work of the organising team helped bring the workshop and competition together.

CONCLUSION

Marketing Marathon 2026 gave students a chance to experience marketing beyond textbooks by putting their ideas and pitching skills to the test. The event helped participants think creatively, work as a team, and learn how to present products in a convincing way.

Through such initiatives, E-Cell, Nirma University, continues to create opportunities for students to learn through experience and develop an entrepreneurial mindset.

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