



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

DEPARTMENT OF MANAGEMENT SCIENCES MARKETING

DOMAIN CLUB

CALENDAR 2026-27

S. No.	Date	Activity	OBE	Mulya Pravah	UNSDG Goals
1.	7 th Sep 2026	Workshop on Emerging Trends in Marketing & AI	Critical Thinking	Innovation & Creativity	SDG 9
2.	24 th Sep 2026	Workshop on Consumer Behavior Analysis	Analytical Skills	Inclusiveness	SDG 12
3.	28 th Oct 2026	Workshop on Branding & Advertising Strategies	Communication Skills	Professional Ethics	SDG 9
4.	12 th Feb 2027	Sales Role Play & Negotiation Challenge	Problem Solving & Communication	Integrity & Professional Ethics	SDG 8
5.	12 th Mar 2027	Channel Management Simulation & Retail Strategy Competition	Decision Making	Teamwork & Leadership	SDG 9
6.	16 th April 2027	Marketing Case Study Competition	Critical Thinking & Analytical Skills	Excellence & Social Responsibility	SDG 12


Dr. Shalini Gupta
(Club In-charge, Marketing Domain Club)


Dr. P. S. Singh