



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

Interface Committee

K J Somaiya Institute of Management

OUR MISSION & VISION

“We look after each other, learn off of each other, and build professional & personal relationships that last a lifetime”.

IMMERSIVE MARKETING EXPERIENCE

- On-the-job experience in fields of social media marketing, digital marketing, content and copywriting, & corporate communications.

INDUSTRY EXPOSURE & STRONG ALUMNI CONNECT

- Interact with & learn from various industry experts and our extensive alumni base.
- Create an extensive network of marketing stalwarts, through corporate relations & communications.

PROFESSIONAL & PERSONAL DEVELOPMENT

- Experience corporate-like team dynamics & work environment.
- Plethora of public speaking & interpersonal development opportunities.
- Learn how to organise & manage high stake events/projects.

CATALYST TO KNOWLEDGE

- Co-author marketing research papers.
- Get marketing insights directly from industry leaders.
- On-the-job learning & holistic development with various committee related tasks.

OUR INITIATIVES

InterResearch

The Stepping Stone to Market Research

with a marketing faculty.

MarkForum

Discuss. Ideate. Learn. Debate.

marketing trends & concepts.

The MARKSMAN

The exclusive monthly marketing magazine of the college with a readership base of 10,000+

InterPlaced

Pave your way to your dream placement

Connecting students with alumni, faculty & students on how to crack final as well as summer placements.

OUR EVENTS



A national level marketing communications case study competition hosted in collaboration with advertising giant **FCB India**.



Our Flagship event & the annual marketing fest of the college, consisting of case study competitions, workshops, panel discussions, online events.



SIMSR GLOBAL MARKETING CONFERENCE

A marketing research conference with participation from national & international universities & delegates from across the globe.



An Intra-college sales pitch competition wherein participants' ideation, creativity, wit & negotiation acumen are put to test.

FACULTY IN-CHARGE

Professor Isaac Jacob

- Marketing & Advertising veteran.
- Awarded the 'Best Teacher for Outstanding Contribution to Teaching and Education' in 2014 by the Higher Education Forum.
- 'Best Teacher Award' at the 3rd Asian CEF Awards for Excellence in Education in 2014.
- Specialises in brand management, integrated marketing communications, celebrity and sports marketing, advanced marketing strategy and global marketing.



THE STEERING TEAM



Abhishek Vyas

Co-Convener

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EXPERIENCE **MARKETING**

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Thank You!

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