

Title of the Practice

Kiosk is a marketing activity which is conducted in BMCC every year with the prime objective of providing experiential marketing to our students.

Objectives of the Practice

Kiosk is referred to a stand-alone booth which is used in high-traffic areas for marketing and selling purposes, keeping this to the core of this concept our marketing professor initiated this practice 12 years ago to bring marketing alive in the campus environment.

This practice give a hands on experience of the subject to our students, it's a learning by doing exercise where students are required to plan and execute an entire marketing program. Our students pool in money, (which is reimbursed to them by the college) and create unique *products*, *price* them appropriately, *distribute* them effectively and *promote* them creatively – thereby applying the Popular 4Ps of Marketing. A highlight of this practice is that students wish to give back to the society by sharing their profits with an NGO.

The plan is put to action by students setting up their colourful kiosk booths in the campus by purposely employing low-cost marketing strategies which are great alternatives for emerging entrepreneurs.

The Context

KIOSK is a yearly tradition in BMCC, 2021 was indeed a difficult year to put this practice into action due to the pandemic. But despite of all the challenges Kiosk paved its way out and finally went digital on 15 May, 2021.

As Kiosk has always been a practice with purpose, year 2021 was no different but yet very unique in its own way. ***Students this year were required to share and not sell.*** We dedicated this KIOSK towards celebrating our Covid Warriors. **Kiosk 2021: An ode to India** focused on Marketing Communication (MARCOM) to constructively engage and encourage fellow comrades. Promotion, an important ingredient of Marketing Communication aimed at glorifying the Heritage of India while saluting the spirit with which Indians were fighting the Pandemic.

The Practice

Kiosk is a part of International Marketing - a common subject for students of second year BBA(Marketing Specialisation) and BBA-IB, the combined strength of these classes is approximately 150 students. The planning phase of KIOSK starts days ahead from its execution once the theme is decided. The activity requires the students to work in groups(15 member group). The groups were named keeping in mind the national identities if India The duration of the activity spreads to 12-15 days.

As the main theme of KIOSK-2021 was to “Pay Tribute to the Indomitable Spirit of Indians in the Pandemic” the entire was systemically divided to into 5 sections (*Talk India, Ad India, Write India, Speak India and Regale India*) with the aim to encourage maximum participation of the students. Being Vocal about Local and taking India to the world was yet another dimension of this noble endeavour. The above activities were pre-recorded and sent to judges

for their verdict. The closing ceremony of kiosk witnessed the best work of our students along with appreciation for each team.

Evidence of Success

The success of this activity entirely lies in the learning of our students. We were able to develop the following skills in our students through the activities which were categorically designed in order to accomplish our core objectives:

- Talk India: Public Speaking
- Ad India: Promotional Skills
- Write India: Content Writing
- Speak India: Foreign Language Communication Skills
- Regale India: Creative Skills

OR this table

| Activity | Objectives | SKILL DEVELOPMENT |
|-----------------|---|---------------------------------------|
| Talk India | To inspire India and make it smile during the pandemic by sharing positive experiences. | Public Speaking |
| Ad India | To promote India Internationally by creating an ad campaign for a relevant foreign target segment in foreign language. | Promotional Skills |
| Write India | To extol our motherland by writing (an article/poem) in the national language. | Content Writing |
| Speak India | To honour the rich heritage and culture of our nation by speaking about it in a foreign language which is taught at BMCC (German and French). | Foreign Language Communication Skills |
| Regale India | To give a musical experience to our audience by composing and performing a Song/ Slogan/ War Cry which celebrates and encourages India. | Creative Skills |

Also as this activity was conducted during the pandemic when lectures were being conducted online and the students had not met each other in person, our students took us by surprise by self-learning relationship building and networking skills, they were caring, concerned and yet professional while working in groups. And this for us was the highlight of this endeavour.

Days of continuous dedication from our students along with the endless efforts of our teachers brought the best out of the Virtual Kiosk. Our online Kiosk which was a two hours activity witnessed a digital footfall of 120 guests and 150 participants making it a grand success.

Problems Encountered

- Rising Covid cases among students and their families.
- Coordinating a huge strength of students while conducting online meetings, discussions and yet ensuring that their inputs were considered and queries were solved from time to time.
- Assembling, Maintaining and Storing heavy digital files/ records as all activities were pre-recorded.
- Technical Barriers: Connectivity and Electricity issues as we were operating from different locations and Time Zones.

Despite of the above challenges faced during the planning the phase we are happy to report that the main ceremony of our virtual **Kiosk 2021: An ode to India** was a smooth run without any technical glitches.
