IACE ACTIVITIES
Techno-Marketing

The Department of Civil Engineering of Sree Vidyanikethan Engineering College has organized a competition on “Techno-Marketing” under Intellectual Association of Civil Engineers (IACE) on 24th September 2019. The objective of the program is to motive the students to improve their communication skills, out of box thinking and ability to present their ideas in the form of advertisement, presentation or campaign.

A total of 17 students (5 teams) from II. B.Tech. Civil Engineering have participated in the event. The students participated in the event were in zeal and enthusiasm throughout the event. The competition was conducted at Civil Engineering Seminar Hall from 2.30 pm to 3.30 pm.

The teams were allowed to choose any product/software/technology and give a 2-3 minute presentation in the form of advertisement or campaign to promote their product innovatively to reach the audience easily and also standout from other similar products in the market. Dr. D. Sreenivasulu, Associate Professor, Department of Civil Engineering, SVEC; Mr. V. Mahesh, Assistant Professor, Department of Civil Engineering, SVEC; Mr. M. Gokulnath, Assistant Professor, Department of Civil Engineering, SVEC judged the teams on how innovative the thinking was and also based on the response from the audience.

The photographs of the events are as follows.

Team giving Advertisement on Chair as a Marketing Product
Group of Students giving Presentation on Mobile Phone as a Marketing Product

Students performing an Advertisement on Builders as the Theme
Another Team making Advertisement on Chair as a Marketing Product

Dr. D. Sreenivasulu noting the Response of Audience on the Advertisement made by the Participants