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'Marketing Samurai' held at UIU



SUN EDUCATION DESK

THE most awaited and the biggest inter university marketing competition "Marketing Samurai 2017" finally raised its curtain on 23rd October 2017 at UIU Auditorium, says a press release.

Vice Chancellor of UIU Prof Dr. M. Rezwan Khan inaugurated the programme where Head of Marketing of Akij Food and Beverage Limited (AFBL) Hindol Roy, Marketing Director of Gremeenphone Solaiman Alam, FVP and Head of Communication and Branding Division of Dhaka Bank Limited Khandaker Anwar Ehtesham, among others, were present as special guests.

The competition has been organised

by UIU Business Club. The competition is open for all universities' students. The competition is based on three criteria: marketing plan, product presentation and utmost business profit throughout the competition. A total of 60 teams from 25 different public and private universities participated in the contest.

IBA (DU) team "Recognize" was Champion, another team "Hashtag" from IBA (DU) was 1st Runner up and NSU team "Clean State" was 2nd Runner up in the "Marketing Samurai 2017". They won Tk 1,00,000; Tk 70,000 and Tk 50,000 as prize money respectively along with crests. SPEED was the title sponsor and Dhaka Bank Limited was the prize money sponsor of the competition.