

JANUARY

**MARKETING
CLUB**

GRADE : VI TO VIII

Dear Parents, Greetings from SAN ACADEMY!

We at SAN Academy, create a welcoming and exciting learning environment by developing the attitude and skills that support healthy and fulfilled life with the confidence for lifetime of learning. We support personal development, social responsibility. Club activities aims to keep the children updated on all the activities planned for the month ahead .

We provide different activities for our students to equip them with holistic education by balancing academics with extracurricular activities and to develop social skills.



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let the students learn from their peers, let the students learn to respect another person's viewpoint. school clubs provide plenty of opportunities for students to take on leadership roles and show off their talents through club activities.

SUGGESTIONS

As parents , if you have any feedback or queries do feel free to drop in your suggestions at santam@sanacademy.edu.in. Listening to your feedback makes us feel more involved as a part of the value addition process.

Ms. R. Archana ,
Managing Director.



What is a marketing club?

Marketing Club is a student group or club that learns and practices the basic ideas of marketing—how to promote products, create advertisements, attract customers, and convince people to buy or support something. It helps students develop creativity, communication, teamwork, and presentation skills.

Aim of the Marketing Club:

- To help students understand the basics of marketing and advertising.
- To encourage creativity in designing posters, slogans, and promotional ideas.
- To develop communication and presentation skills in students.
- To build confidence and teamwork through group activities and projects.
- To teach students how products are introduced, promoted, and sold in real life



Significance of Marketing Club:

1. Builds Creativity

Students learn to design posters, slogans, logos, and advertisements. This improves imagination and artistic skills.

2. Improves Communication

Marketing involves convincing others. Students learn how to speak clearly, present confidently, and share ideas effectively.

3. Develops Leadership and Teamwork

Students work in groups to create campaigns. This teaches cooperation, planning, and responsibility.

4. Enhances Decision-Making Skills

Students learn how to choose a brand name, price, and design. They think smartly before finalising an idea.



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DAY 1: (7.01.26) WEDNESDAY

FORM GROUPS & SELECT PRODUCT

Divide students into groups of 5

Each group selects one product to advertise

(example: colourful pen, healthy snack, magic eraser, water bottle, school bag)

Group decides:

- ✓ Product name
- ✓ One special feature
- ✓ Homework: Think of a short tagline



DAY 2: (21.01.26) WEDNESDAY

CREATE THE AD

Each group of 5 shares roles:

1. Designer – makes the poster
2. Writer – writes the tagline and key points
3. Speaker – presents the ad
4. Actor / Model – shows or acts how the product is used
5. Helper – brings props / supports the team
6. Prepare ONE of the following:
 - ✓ Poster OR ✓ Short skit/jingle (30–60 seconds)
7. Practice the presentation once



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INTRA CLUB COMPETITION : WEDNESDAY (28-01-26)

AD SHOW (EVENT DAY)

Each group presents for 2-3 minutes

Must include:

- ✓ Product name
- ✓ Special feature
- ✓ Tagline at the end!

THE JUDGEMENT CRITERIA FOR MARKETING CLUB, THE PERFORMANCES WILL BE JUDGED BASED ON CREATIVITY, ORIGINALITY, NEATNESS, RELEVANCE TO THEME ETC., THE JUDGES' DECISION IS FINAL.



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THANK YOU

