



PRESENTS



MARKETING
&
COMMUNICATIONS

MARKETING & **COMMUNICATIONS** **CLUB**

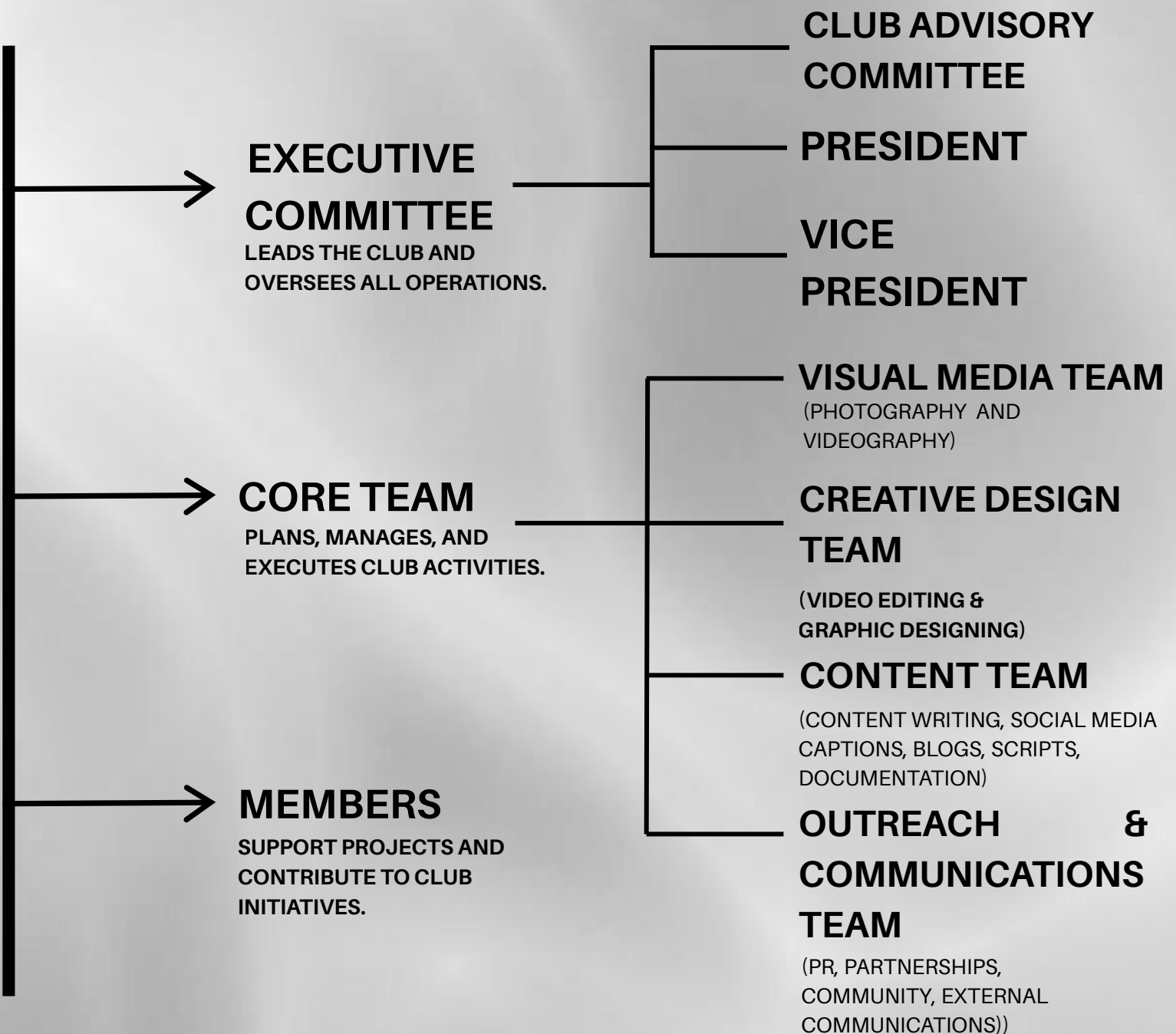
THINK. CREATE. COMMUNICATE.

ABOUT THE CLUB :

The Marketing & Communications Club is the official student-led creative and branding organization of SVCE, committed to promoting the college through storytelling, digital media, and strategic communication. By bringing together passionate students from diverse creative fields, the club creates impactful content that showcases campus life, academic excellence, innovation, student achievements, and institutional values, while providing members with hands-on experience in marketing and communications.

MARKETING & COMMUNICATIONS

CLUB STRUCTURE



VISION :

To build a vibrant, authentic, and student-led creative ecosystem that showcases and strengthens the brand of SVCE.

MISSION:

To create impactful content, celebrate the achievements and culture of SVCE, and empower students with practical experience in marketing, branding, and digital communication.

ROLES AND RESPONSIBILITIES :

CLUB ADVISORY COMMITTEE

Provides strategic guidance, mentorship, and oversight to ensure the club's vision, growth, and long-term success.

PRESIDENT :

Leads the club, sets its vision, oversees all operations, and represents the club before the college administration and stakeholders.

VICE PRESIDENT :

Assists the President, coordinates club activities, manages internal operations, and ensures the successful execution of initiatives.

VISUAL MEDIA TEAM:

Captures high-quality photographs and videos of club events, campus activities, and student experiences to visually document and showcase the club's journey.

CREATIVE DESIGN TEAM:

Designs graphics, branding materials, and edits multimedia content to maintain a consistent and engaging visual identity for the club.

CONTENT TEAM:

Creates compelling written content, social media captions, scripts, blogs, and documentation that effectively communicate the club's activities and initiatives.

OUTREACH & COMMUNICATIONS TEAM:

Builds partnerships, manages public relations, coordinates external communications, and strengthens engagement with students, organizations, and the community.

MEMBERS:

Actively contribute to the club by participating in content creation, event coverage, media production, and marketing initiatives while supporting the club's activities and objectives.



MARKETING
&
COMMUNICATIONS

CONTENT VERTICALS

A DAY IN THE
LIFE OF A
SVCEIAN

STUDENT LIFE
& CLUBS

ACADEMIC
EXCELLENCE

INNOVATION &
ENTREPRENEUR
-SHIP

SUCCESS
STORIES

FACES OF
SVCE

EXPLORE SVCE
THROUGH
YOUR LENS

CODE OF CONDUCT :

Members of the Marketing & Communications Club are expected to:

- **Professionalism – Represent SVCE responsibly.**
- **Respect – Treat everyone with dignity and inclusivity.**
- **Teamwork – Collaborate and support fellow members.**
- **Responsibility – Complete assigned tasks on time.**
- **Creativity – Create original and meaningful content.**
- **Ethics – Respect privacy, permissions, and copyright.**