

Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title	: Visit to Sky City Mall
Organization	: Atharva Institute Of Management Studies
Date(s) of conduction	: 13/09/25
Class / Sem	: MMS Sem 3
Faculty coordinator	: Dr Swati Agrawal
Student coordinator/ committee	: Priyanka Chaudhari Sharad Shinde

DESCRIPTION

The SkyCity Mall activity gave students real-world exposure to retail marketing strategies like pricing, promotions, loyalty programs, and digital tools. It helped them observe consumer behavior and buying patterns directly in a mall environment. The exercise improved their research, observation, and analytical skills through hands-on learning. Teamwork, communication, and customer interaction abilities were also enhanced. Overall, it successfully bridged classroom theories with practical retail practices.

Objectives:

1. To understand consumer behavior and buying patterns in a mall environment.
2. To gain practical exposure to retail marketing strategies and promotional techniques.
3. To develop skills in market research, data collection, and analysis.
4. To enhance teamwork, communication, and customer interaction abilities.
5. To bridge theoretical marketing concepts with real-world retail practices.

Key Takeaways: As per teams

1)Team 1: activity at SkyCity Mall gave them practical exposure to marketing concepts like brand influence, loyalty programs, and QR code engagement. Teamwork played a key role, with each member contributing to their success and helping them secure third place. The experience effectively bridged classroom learning with real-world application, making it both motivating and memorable.

2)Team 2: activity at SkyCity Mall gave them practical exposure to retail strategies, digital tools, and customer engagement techniques. They learned how creative displays, promotions, and psychological pricing influence buying behavior. Overall, the experience highlighted the importance of experiential and customer-centric marketing.

3)Team 3: activity at SkyCity Mall gave them practical exposure to retail marketing through pricing strategies, promotions, product displays, and loyalty programs. Team coordination and equal contribution helped them deliver strong insights, leading to their win among all groups. Overall, the experience bridged theory with practice and highlighted the role of teamwork in achieving success.

4)Team 4: activity at SkyCity Mall gave them practical exposure to psychological pricing, display advertisements, and social media promotions. They realized how these strategies influence customer decisions and enhance brand engagement. The experience also strengthened

their teamwork, communication, and analytical skills while connecting theory with real-world marketing.

5)Team 5: activity at SkyCity Mall gave them hands-on exposure to retail strategies such as psychological pricing, loyalty programs, store design, discounts, and customer interaction. By dividing roles and pooling insights, they understood how these elements work together to shape the customer journey. The experience also enhanced their teamwork, communication, and problem-solving skills, making the learning both practical and memorable.

6)Team 6: activity at SkyCity Mall gave them real-world exposure to retail marketing through pricing strategies, promotions, loyalty programs, and digital tools like QR codes and social media. They learned how store design and customer interaction influence buying behavior while enhancing their observation and analytical skills. The experience also strengthened teamwork, creativity, and communication, making the learning both practical and impactful.

Learning Outcomes:

Team 1

They learned the importance of applying marketing concepts such as brand influence, loyalty programs, and QR codes in real scenarios. Teamwork played a key role, and securing third place boosted their motivation and confidence.

Team 2

They realized that modern retail heavily depends on experiential marketing, digital engagement tools, and psychological pricing. Customer-centric strategies and creativity were seen as crucial for building brand trust and sales.

Team 3

They understood how pricing, promotions, loyalty programs, and displays influence customer behavior. Strong teamwork and equal contribution helped them deliver the best findings and emerge as winners.

Team 4

They gained insights into psychological pricing, display advertisements, and social media integration in retail. The activity also enhanced their teamwork, communication, and analytical skills.

Team 5

They learned how different retail strategies—pricing, loyalty programs, store design, service, and discounts—interconnect to create customer journeys. Division of roles improved efficiency, collaboration, and problem-solving.

Team 6

They experienced how digital tools, omnichannel strategies, and pricing techniques shape consumer decisions. The activity strengthened creativity, communication, teamwork, and practical problem-solving.

✓ Overall Conclusion:

Across all teams, the common learning outcomes were bridging classroom theory with real-world retail practices, understanding the impact of pricing, promotions, and loyalty programs on customer behavior, and developing essential soft skills such as teamwork, communication, observation, and analytical thinking. Each team took away unique perspectives, but together, the activity highlighted how practical exposure enriches marketing knowledge beyond academics.

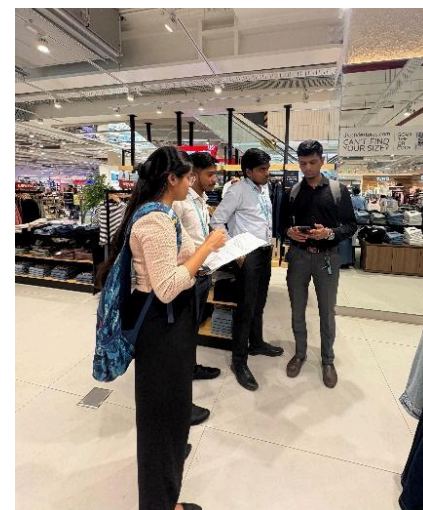
GEO-TAGGED PHOTOS



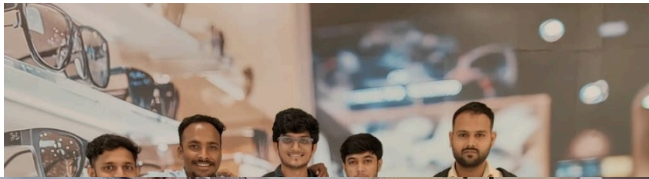
TEAM 1



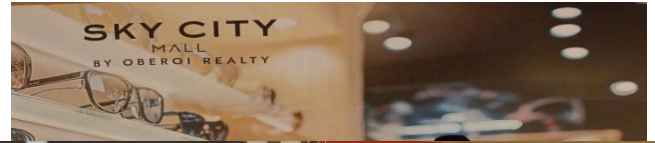
TEAM 2



TEAM 3



TEAM 4



TEAM 5

TEAM 6

Attendance sheet with signature

1	A-2	Jyeshna Bandaru
2	A-7	Priya Darade
3	A-8	Samrat Desale
4	A-16	Princi Hurkat
5	A-20	Rushikesh Jamodkar
6	A-21	Yash Kasture

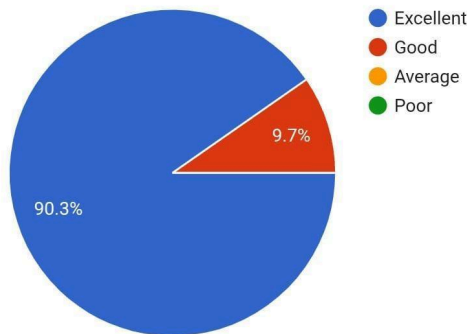
7	A-23	Abdullah Khan
8	A-34	Aftab Patel
9	A-39	Pratik Rajput
10	A-43	Prajwal Salunke
11	A-49	Sharad Shinde
12	A-50	Pavan Shirfule
13	A-53	Abhishek Singh
14	A-55	Kasturi Soni
15	A-60	Priyal Vishwakarma
16	A-66	Arya Sharma
17	B-4	Keshav Bhagwat
18	B-5	Jasneet Singh
19	B-7	Priyanka Choudhari
20	B-10	Chirag Dhamne
21	B-11	Akshata Dholwade
22	B-13	Nikhil Gawande
23	B-18	Mahek Jasani
24	B-22	Yash Kadam
25	B-33	Chinmay More
26	B-34	Priyanka Paithankar
27	B-35	Rohit Palkar
28	B-37	Mayur Patil
29	B-49	Khushi Saroj
30	B-62	Disha Waghmare
31	B-63	Supriya Walunj

Feedback Analysis

1. How would you rate today's marketing activity at SkyCity Mall?

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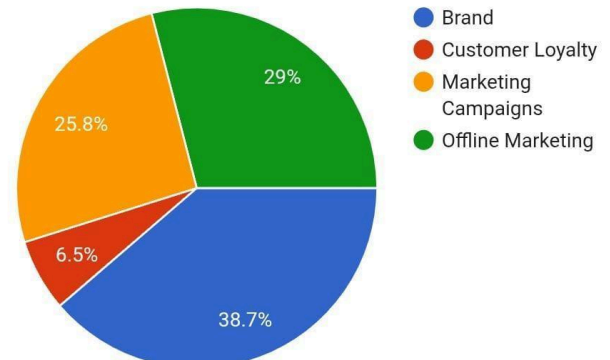
31 responses



2. Which topic did you learn the most about?

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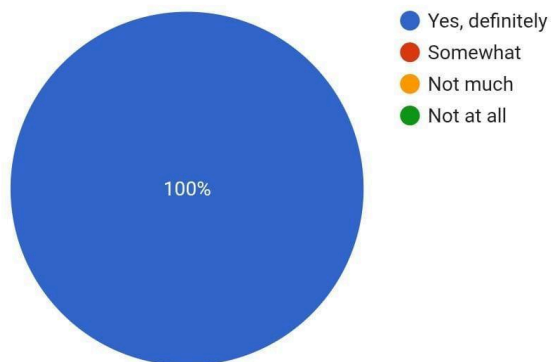
31 responses



3. Did the activity help you understand practical aspects of marketing better?

 Copy chart

31 responses



4. What was the most important takeaway for you from this activity?

31 responses

Advertisement, how to attract customers

There are many things that I learn

Time management, Team work, understanding the market research

Team work, time management, customer engagement

Came to know that how showrooms were designed to attract customers

Got the more information about each specific brand, how offline marketing works and how interactions take place

The most important takeaway for me from

The most important takeaway for me from this activity was realizing how crucial it is to understand customer needs and behavior before designing any marketing strategy.

Promotional display of offers, tagline and price

Practical understanding of psychological pricing in real retail stores. Importance of display advertising in attracting customer attention. Role of social media marketing in connecting offline and online customers. Experience of linking theoretical knowledge with practical observation. Enhanced teamwork, communication, and observation skills.

Different pricing strategies

How does the brand promote themselves

What I got to learn was that how the brand focuses on customer psychology and use it to make good brand image in consumer's mind

Jo dikta hain woh bikta hain.

Most important for me was how brand have display their product in a position to attract more visitors and also pricing strategy.

How different brands use their marketing strategies to engage the customer effectively. How pricing and marketing creates a anchoring effect and attract the

creates a anchoring effect and attract the customers.

Teamwork, Punctuality, Analysis, Market research

Pricing strategies

Loyalty programs

We got the opportunity to understand retail marketing.

practical marketing concepts like brand loyalty, campaigns, and teamwork.

learning how to apply marketing concepts in real-life situations and improving teamwork skills through practical experience

4. What was the most important takeaway for you from this activity?

31 responses

How the brands do their marketing and attracting the customers.

The most important takeaway for me from this activity was that I learned how to think critically, work effectively, and apply the concepts in a practical way. It helped me understand not just the task, but also the importance of teamwork and problem-solving in real situations

Observation

How Brand do their marketing and attracting their coustomer from different promotions

Learning with real engagement

How Brand do their marketing and attracting their coustomer from different promotions

Learning with real engagement

How the brands play with the psychology of customer in terms of price and it really helps how to do coordination in group

Understanding how different brand market their products, what strategy they use to acquire and retain customers

Interaction with people. learn about the Brand.

Brand and shop how they attract the

EVENT REPORT PREPARED BY: Priyanka Chaudhari & Sharad Shinde

Verified by: Dr Swati Agrawal

Submitted to: Dr D Henry