

Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title	: MemeMania – Where Marketing Meets Memes
Organization	: Atharva Institute of Management Studies
Date(s) of conduction	: 23rd December, 2025
Class / Sem	: First Year & Second Year Students
Faculty coordinator	: Dr. Swati Agrawal
Student coordinator/ committee	: Priyal Vishwakarma, Jyeshna Bandaru Chinmay More Rucha Rane Priyanka Chaudhary Abhishek Singh Kasturi Soni

DESCRIPTION

The Marketing Club of Atharva Institute of Management Studies successfully organized “MemeMania – Where Marketing Meets Memes” on 23rd December 2025 at the Big Seminar Hall, Atharva University Campus. The event witnessed active participation from STEM First Year and Second Year students, creating an atmosphere filled with creativity, enthusiasm, and practical learning.

The event was designed to merge contemporary digital culture with core marketing concepts, allowing students to express their understanding through memes. Participants creatively linked humor, trends, and visual storytelling with marketing theories such as branding, promotions, customer engagement, and digital outreach. This innovative format helped students experience marketing beyond textbooks and apply concepts in a practical and engaging manner.

The successful execution of the event was made possible due to the continuous support, guidance, and encouragement provided by the **Faculty Coordinator, Dr. Swati Agrawal**. She played a vital role as a strong support system throughout the planning and execution process. Her clear guidance, smooth coordination, and motivating approach ensured that the event was conducted seamlessly and in an organized manner. Her mentorship helped students stay focused, confident, and aligned with the objectives of the event.

The Marketing Club also extends sincere gratitude to all faculty coordinators, whose constant encouragement and support contributed significantly to the overall success of the event. Their guidance and cooperation helped maintain discipline, structure, and academic relevance, making the event both enjoyable and educational. With collective efforts from faculty members and student coordinators, MemeMania turned out to be a well-organized, creative, and impactful learning experience.

Objectives:

- To encourage students to think creatively and innovatively using modern digital trends
- To help students apply theoretical marketing concepts in a practical and engaging manner
- To enhance understanding of branding, communication, and consumer engagement through memes
- To promote teamwork, creativity, and confidence among students

Key Takeaways:

- Understanding how memes can be used as a powerful marketing communication tool
- Gaining insights into creative brand positioning and audience engagement
- Learning how humor and creativity can enhance marketing effectiveness
- Developing teamwork, presentation, and analytical skills

Learning Outcomes:

- Students were able to relate marketing theories to real-life digital content
- Improved creative thinking and practical application of marketing concepts
- Enhanced knowledge of digital marketing trends and consumer behaviour
- Boosted confidence in presenting ideas in an innovative format

FLYER OF THE EVENT



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, Approved by DTE & AICTE)

NAAC Accredited



The Marketing Club
presents

MemeMania

Where Marketing Meets Memes!

Get ready for an afternoon packed with creativity, humour, and marketing brilliance. if you think memes are just for fun think again.

This is where ideas go viral! 🚀



23rd December, 2025



02:00 PM To 05:00 PM



Venue: Big Seminar Hall, 4th Floor, Phase 3, Atharva University Campus, Malad (W)

GEO-TAGGED PHOTOS







Attendance sheet with signature

ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
Events Attendance Sheet			
Academic Year- 2025-2026			
Event Name: MemeMania			
Faculty Coordinator : Dr. Swati Agarwal			
Sr. No.	Roll No.	Name of the Student	Signature
26	A-26	More Tulsi Raju	
27	A-27	Patil Mansi Vikas	
28	A-28	Patil Snigdha Prashant	
29	A-29	Patil Unmesh Prashant	
30	A-30	Pawar Tanvi Raghunath	
31	A-31	Pednekar Samruddhi Krishna	
32	A-32	Pimparkar Dhanshree Pravin	
33	A-33	Pongde Rohan Gangadhar	
34	A-34	Punjani Priya Shirish	
35	A-35	Rana Suresh Rajendra	
36	A-36	Raorane Surabhi Manojkumar	
37	A-37	Salve Aditya Dhananjay	
38	A-38	Salvi Arya Shashank	
39	A-39	Sanap Tejas Dattu	
40	A-40	Save Samruddhi Jitendra	
41	A-41	Shelar Karik Chandrakant	
42	A-42	Singh Shudhansu Rakesh Kumar	
43	A-43	Sonawale Shantanu Sanjay	
44	A-44	Thakur Prasad Satish	
45	A-45	Tripathi Piyush Subhash	
46	A-46	Yadav Namrata Ramlavat	
Total students present			
Faculty Signature			

ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
Events Attendance Sheet			
Academic Year- 2025-2026			
Event Name: MemeMania			
Faculty Coordinator : Dr. Swati Agarwal			
Sr. No.	Roll No.	Name of the Student	Signature
1	A-01	Bandgar Sakshi Pralhad	
2	A-02	Bapat Shikambhari Yogesh	
3	A-03	Bhawe Raj Rajendra	
4	A-04	Bolhari Mohammad Ilyas	
5	A-05	Chaudhari Anishka Ajay	
6	A-06	Dahije Rahul Sukhdev	
7	A-07	Dhakan Priyam Jayesh	
8	A-08	Dhame Aditi Manoj	
9	A-09	Dixit Shreya Jayant	
10	A-10	Dongre Nilesh Ravindra	
11	A-11	Ghag Tanvi Vikrant	
12	A-12	Ghavalvi Vighnesh Deepak	
13	A-13	Gomes Swedel Santosh	
14	A-14	Gupta Shubham Ramesh	
15	A-15	Jadhav Yash Ravindra	
16	A-16	Kadyan Nikita Hawasingh	
17	A-17	Khobragade Sanket Prashant	
18	A-18	Kondawar Saail Rajesh	
19	A-19	Madke Nilam Nandkumar	
20	A-20	Manuja Aryan Mohit	
21	A-21	Megajigari Balaji Narsimbhachari	
22	A-22	Mejari Vighnesh Vijay	
23	A-23	Mirza Kaynat Mustakim	
24	A-24	Moon Siddhant Sagar	
25	A-25	More Divyani Baliram	

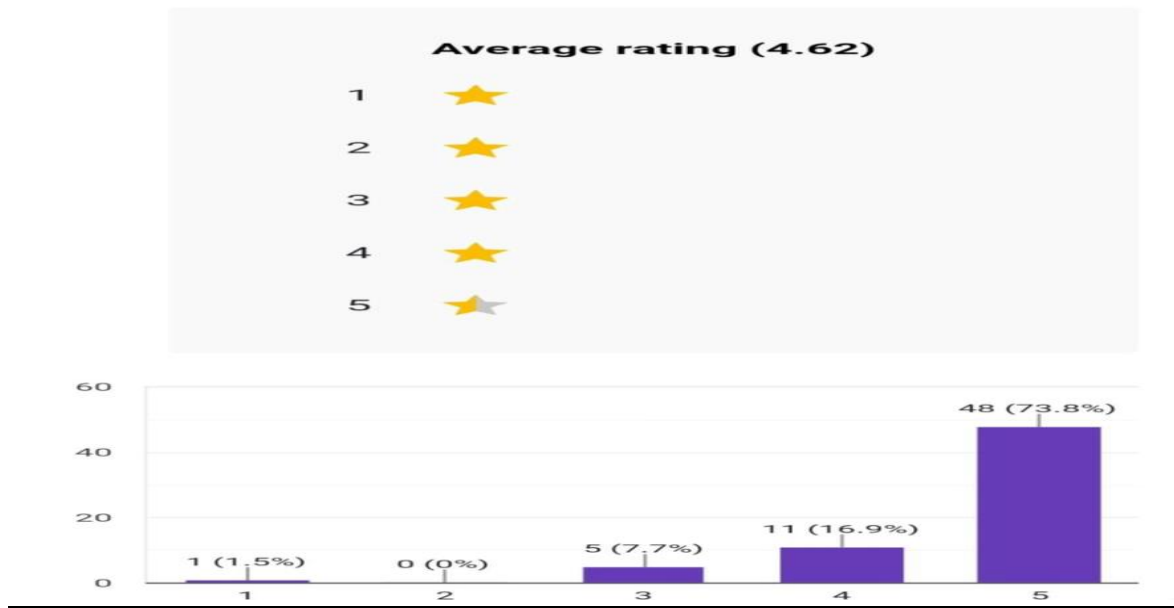
ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
Events Attendance Sheet			
Academic Year- 2025-2026			
Event Name: MemeMania			
Faculty Coordinator : Dr. Swati Agarwal			
Sr. No.	Roll No.	Name of the Student	Signature
26	B-26	Pandey Shreyash Umesh	
27	B-27	Patil Dimple Suresh	
28	B-28	Patil Priyal Vijay	
29	B-29	Patil Riya Vijay	
30	B-30	Patil Shreya Rajesh	
31	B-31	Patil Shruti Dilip	
32	B-32	Patil Sushant Dattaram	
33	B-33	Patkar Yash Gorakhnath	
34	B-34	Pawar Harsh Suhay	
35	B-35	Pawar Ragini Chintaman	
36	B-36	Sable Anushka Milind	
37	B-37	Sargam Yash Prakash	
38	B-38	Shikode Kalyani Ganraj	
39	B-39	Shinde Soham Rajendra	
40	B-40	Shirsath Raj Ravindra	
41	B-41	Shivgan Swapnali Sunil	
42	B-42	Tembhurne Shantanu Satish	
43	B-43	Waghmare Sanket Vinod	
44	B-44	Wakode Tushar Vijayanath	
45	B-45	Wankhede Prachi Anil	
46	B-46	Yadav Aditi Rajesh	
Total students present			
Faculty Signature			

ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
Events Attendance Sheet			
Academic Year- 2025-2026			
Event Name: MemeMania			
Faculty Coordinator : Dr. Swati Agarwal			
Sr. No.	Roll No.	Name of the Student	Signature
1	B-1	Bhimare Durgesh Pradip	
2	B-2	Bhandari Riddhika Rajesh	
3	B-3	Bhise Rahul Rajesh	
4	B-4	Bhosale Kaustubh Ajay	
5	B-5	Bike Divya Rambabu	
6	B-6	Chaudhari Durvesh Pramod	
7	B-7	Desai Shreya Hemant	
8	B-8	Deulkar Sujal Suresh	
9	B-9	Dikkar Prajwal Murlidhar	
10	B-10	D'Souza Chris Collin	
11	B-11	Gosavi Shrutika Sham	
12	B-12	Gulekar Prachi Shashikant	
13	B-13	Gupta Suraj Deepak	
14	B-14	Joshi Nimish Kishorkumar	
15	B-15	Kale Pranjal Rajesh	
16	B-16	Khachane Mohit Avinash	
17	B-17	Khanolkar Swamini Jitendra	
18	B-18	Kolambekar Awani Vijaykumar	
19	B-19	Kumar Navreen Manoj	
20	B-20	Kurhade Aayush Ganesh	
21	B-21	Mali Ujjwal Bapu	
22	B-22	Mallah Sneha Santakumar	
23	B-23	Mankar Rishita Vijay	
24	B-24	Nachnekar Pranali Prakash	
25	B-25	Nambiar Vihara Murali	

Feedback Analysis

1. How would you rate the overall event?

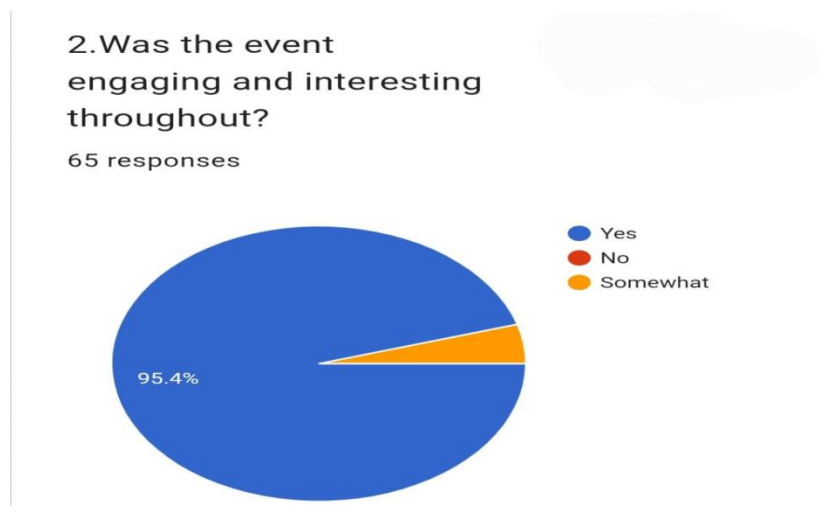
65 responses



This indicates that the event was extremely well-received and met participants' expectations in terms of content, organization, creativity, and engagement. The high average rating reflects the success of the event in delivering both learning and enjoyment.

2. Was the event engaging and interesting throughout?

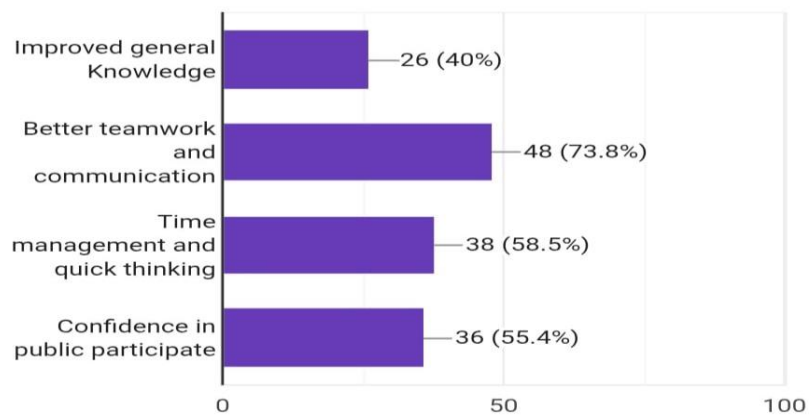
65 responses



This result highlights that the event successfully maintained participants' interest from beginning to end. The interactive format and innovative use of memes played a key role in keeping students actively involved.

3.What did you learn or gain from participating in Mememania?

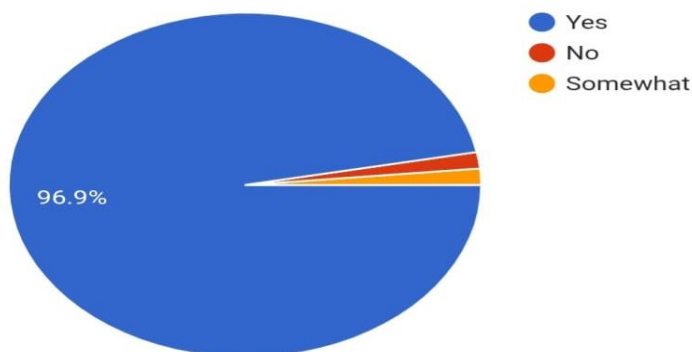
65 responses



These results clearly show that the event contributed not only to academic learning but also to the development of essential soft skills, making it a well-rounded educational experience.

4.Were the event coordinators or volunteers helpful and approachable?

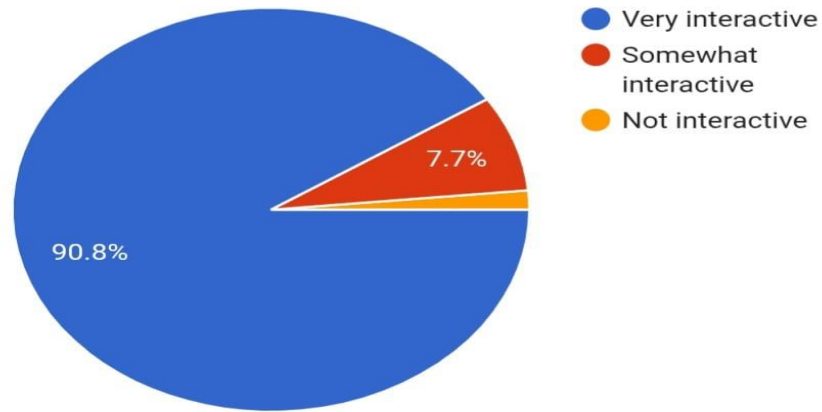
65 responses



This overwhelmingly positive response reflects the strong coordination, teamwork, and support provided by the student coordinators and volunteers, guided effectively by faculty members. It demonstrates smooth communication and efficient management throughout the event.

5.How interactive did you find the rounds of the event

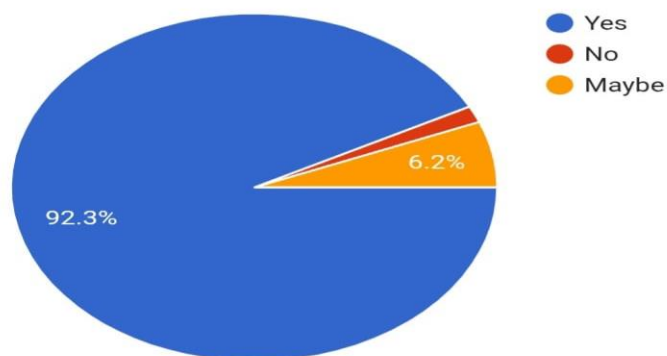
65 responses



This confirms that the structure and design of the event rounds encouraged active participation, creativity, and student involvement, which significantly enhanced the overall experience.

6.Would you like to participate again in such events?

65 responses



The innovative concept, strong faculty guidance, effective student coordination, and interactive format resulted in excellent engagement, valuable learning outcomes, and high participant satisfaction. The event successfully achieved its objectives of combining creativity with practical marketing knowledge.

EVENT REPORT PREPARED BY: Priyal Vishwakarma

Verified by: Dr. Swati Agrawal

Submitted to: Dr. Reena Pojara