



25<sup>th</sup> Nov 2022,

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### **Invitation for 'Marketing Roks – 2022'**

Sri Lanka Institute of Marketing (SLIM) takes great pleasure in announcing and inviting your school to participate at the 'Marketing Roks – 2022' competition, which is an island-wide competition. This competition, which is a power packed project designed to educate students on 'Marketing' to stimulate and unleash the hidden talents of students and the project is accompanied by a series of Career Guidance Seminars island-wide. By participating in this programme, students will be exposed to the most intriguing Marketing Lessons, improve Critical Thinking and will have the opportunity to learn how to be creative in order to develop and manage a Business Entity at an early age.

The Sri Lanka Institute of Marketing (SLIM) is the apex body for Sri Lankan Marketers, which was founded in 1970 and subsequently incorporated by an Act of Parliament in 1980, recognizing it as the National Body for Marketing and a 'Not-for-Profit' organization. We are mandated to uplift the Marketing Profession in Sri Lanka with professionals from numerous industries in an honorary capacity.

The 'Marketing Roks' challenge offers the student an opportunity to experience a real-life situation of solving and presenting a 'Corporate' solution to a given real Business Case Study. Being analytical, creative and out of the box will give the participants the 'edge' over others and will definitely prepare the younger generation to face the challenges of the Corporate World with greater confidence and dedication. This is a great opportunity to showcase their talents and for them to be rewarded. Each participant will be given a professionally recognized Certificate for their participation. Furthermore, All Regional Winners will receive a Trophy and a recognized Professional Certificate. Regional Winners are qualified for the Grand Finale where they too will receive a valuable Certificate for participation. Winners of the Grand Finale too will receive Cash Awards, Trophies and Certificates.

The following will guide you through the 'Marketing Roks' challenge process.

- A team should include a group of 05 students. **REGISTRATION IS FREE OF CHARGE.**
- A school can send maximum of 05 teams for the competition. They will be named as i.e. XYZ College – A / B / C / D / E.
- The competition is conducted in all 03 languages (Sinhala, Tamil, English) simultaneously. Therefore, a school can enroll teams in any language.

- If a school is enrolling few teams, the school has freedom to enroll in multiple languages i.e. XYZ College – A : Sinhala, XYZ College – B : Tamil, XYZ College – C : English.
- Case Studies will be sent to all the schools in all 03 languages.
- Area demarcation for Regional Competitions are as follows;

(I) Region – 1 : Schools in Anuradhapura, Puttlam and Polonnaruwa Districts

(II) Region – 2 : Schools in Badulla and Nuwara Eliya Districts

(III) Region - 3 : Schools in Batticaloa, Trincomalee, Ampara, Vavuniya and Jaffna Districts

(IV) Region - 4 : Schools in Colombo, Gampaha and Kalutara Districts

(V) Region - 5 : Schools in Kegalle, Kurunegala , Matale and Kandy Districts

(VI) Region - 6 : Schools in Galle, Matara, Hambantota and Moneragala Districts

(VII) Region – 7 : Schools in Kilinochchi, Mannar , Mullaitivu Districts

(VIII) Region – 8 : Schools in Ratnapura District

- Registration is available in Two options;

E-Mail : [mihirinie.f@slim.lk](mailto:mihirinie.f@slim.lk) (Region - 4)

: [hilal.m@slim.lk](mailto:hilal.m@slim.lk) (Regions – 1 / 2 / 3 / 7 / 8) cc: [sasik.r@slim.lk](mailto:sasik.r@slim.lk)

: [matara@slim.lk](mailto:matara@slim.lk) (Region - 6)

: [Indika.h@slim.lk](mailto:Indika.h@slim.lk) (Region - 5)

Post : Marketing Roks Registration, Business Development Division, Sri Lanka Institute of Marketing, No. 94, Ananda Rajakaruna Mawatha, Colombo 10. (Region - 4)

:Marketing Roks Registration, Channel Development Division, Sri Lanka Institute of Marketing, No. 94, Ananda Rajakaruna Mawatha, Colombo 10. **(Regions - 1 / 2 / 3 / 7 / 8)**

: Marketing Roks Registration, SLIM Business School Kandy, No. 524 / 1, Peradeniya Road, Kandy. **(Regions -5)**

: SLIM Business School Matara, No. 213, 2<sup>nd</sup> Floor, Anagarika Dharmapala Mawatha, Matara. **(Region - 6)**

Further information on registration could be obtained by calling;

070 366 9339 – Mr. Subodha **(Region - 1/2/3/ 7 / 8)**

070 370 1166 – Ms. Mihirini **(Region - 4)**

070 373 2845 – Ms. Indika **(Regions -5)**

070 322 7949 – Mr. Lahiru **(Region - 6)**

- Registration is available from 01st December 2022 to 15th January 2023.
- Schools that are enrolling teams to the competition will be rewarded with valuable scholarships to study 'Professional Certificate in Marketing' ('PCM') programme Online. School has the liberty to offer those scholarships to deserving students.
- Dates / Times / Venues of the Regional Competitions will be informed to all the schools enrolled well in advance by individually calling to each school.
- Case Study Briefing Sessions will be held Online for each Region between 16th January 2023 to 31st January 2023.
- The entire Marketing Roks Challenge during Regional Competitions as well as in Grand Finale will only be based on analyzing and presenting the Case Study provided. Each team is allocated with a time of 30 Minutes to do the presentation. Power Point Slides / Videos / White Boards / Flip Charts / Props as well as any other suitable creative methods shall be used by teams in presenting the Case Studies. Each presentation will be judged by a Panel of not less than 03 Judges.



- Regional Competitions will be held between 01st February 2023 – 28th February 2023.
- Grand Finale of Marketing Rocks will take place on 10<sup>th</sup> March 2023 in Colombo.

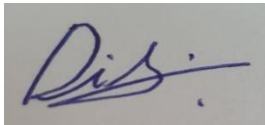
- Winners of the Grand Finale will receive below Cash Rewards;

Place	Prize
<b>1st</b>	Rs. 100,000.00
<b>2nd</b>	Rs. 80,000.00
<b>3rd</b>	Rs. 60,000.00

Moreover, the experience obtained by the students will definitely add value to their CV, personality and ultimately to their future. Thus, we hope that you would consider our invitation favourably and extend your fullest support by presenting team(s) for the 'Marketing Roks - 2022'.

Thank you,

Yours in Marketing,



**Dr. Dilhan Sampath Jayatilleke**

*Project Chairman : 'Marketing Roks - 2022'*

*Executive Committee Member : Sri Lanka Institute of Marketing – 2022 / 2023*