

<b>Student's name</b>	<b>Task</b>
Adebayo, Ariyo Simeon	Active direct marketing.
Achamveettil, Shimogh	Actual creative direct marketing campaigns.
Antony, Arun	Adaptation of international marketing communication campaign.
Aslej, Mohammed	Affiliate marketing.
Babu, Aju	Ambient marketing/media.
Boujamlaoui, Mehdi	Ambush marketing.
George, Joyal	Astroturfing.
Gopalswamy Dhanalakshmi, Sanjaye Prasad	Co-branding.
Gopinatha Kaimal, Harigovind	Contemporary rebranding (repositioning) of brands.
Chembiparambil Raveendran, Yadukrishna	Content marketing.
Chemmla, Muhammed Thasleem	Country-of-origin effect in consumer behavior.
Kalathil Purushothaman, Rahul	Cross-merchandising.
Kizhakke Veettil, Rahul Babu	Dual branding.
Koonari Pezhunthara, Jowherali	Ethnocentrism in consumer behavior.
Koothodil, Donald Jacob	Experiential marketing.
Kumbalandhanam, Alvin George	In-game advertising.
Kuniyil, Riyas	Ingredient branding.

*Individual task*

Kunjumon, Nirmmal Thekkum-malayil	Mosquito marketing.
Mannambeth, Arun Raj	Opinion former.
Mathew, Anitta	Opinion leader.
Nalakath, Shahbas Ali	Passive direct marketing.
Pasin, Eralp Cemal	POP display/materials.
Perumkuni Thazha, Ranjith	POP-UP stores.
Raju, Solomon	Sensation marketing.
Sebastian Uthiriyaraj, Solomon Regis	Sensory marketing.
Selvaraj, Ruchitha	Shockvertising.
Thiruthumal Kamarudheen, Fayhas	Standardization of international marketing communication campaign.
Thiyyadiyil, Suthin	Store brand.
Vattathottiyil Surendran, Aswathy	Strategy of closed doors (PR – Crisis communication).
Victor, Clintu	Strategy of open doors (PR – Crisis communication).
Vikraman Nair Thulasi, Abhijith	Subliminal advertising.