



ST. FRANCIS COLLEGE BENGALURU

Permanently Affiliated to Dr. Manmohan Singh Bengaluru City University
Accredited 'B++' Grade by NAAC | Approved by AICTE

AN IQAC INITIATIVE

DEPARTMENT OF MANAGEMENT

IN ASSOCIATION WITH

TRAINING AND PLACEMENT CELL

ORGANIZES

A PREMIER MARKETING CONCLAVE

BrandSphere 2026

Where Ideas Meet **Impact.**

Decoding Minds. **Inspiring Futures.**



22 JUNE 2026



HERITAGE HALL



10:00 AM

MODE OF EVENT:

OFFLINE

FREE!

SCAN TO REGISTER



NOTE: REGISTRATION OPEN TO BBA
AND MBA STUDENTS OF ST. FRANCIS
AND OTHER INSTITUTIONS



<https://www.stfranciscollege.edu.in/>

sfc_mba

PANEL DISCUSSION ON

NEURO MARKETING – DECODING THE CONSUMER BRAIN



BRANDSPHERE SUMMIT 2026

SCHEDULE OF EVENTS

TIME	ACTIVITY	VENUE
9:00 AM - 9:45 AM	Registration	Reception
10:00 AM - 10:30 AM	Inauguration	Heritage Hall
10:30 AM - 11:15 AM	Panel Discussion	Heritage Hall
11:15 AM - 11:30 AM	Tea Break	Heritage Hall
11:30 AM - 12:30 PM	Marketing Competition: 1. Tagline Quiz 2. Logo Quiz 3. Brand Quiz	Room No. 501 Room No. 502 Room No. 503
12:30 PM - 1:00 PM	Valedictory & Certificate Distribution	Heritage Hall

GENERAL GUIDELINES

 Team Composition	4 members per team
 Eligibility	MBA and BBA students from all Institutions
 Registration	Both Online and Offline Registration is Mandatory
 Event Schedule	All competitions will be conducted simultaneously
 Event Structure	Each competition features two rounds. Details will be announced at the time of the event.
 Result Announcement	Results will be announced at the valedictory ceremony
 Discipline	Participants must maintain decorum and follow coordinator instructions at all times
 Punctuality	All teams must report to their respective venue at least 10 minutes before the scheduled start time
 Mobile Phones	Use of mobile phones or any electronic gadgets is strictly prohibited during the competition
 Judging	The decision of the judges and event coordinators will be final and binding
 Disqualification	Any form of malpractice or misconduct will lead to immediate disqualification of the team

ABOUT ST. FRANCIS COLLEGE

St. Francis College Bengaluru, is a Minority Christian College, managed by the Franciscan Brothers, and is nurtured by the principles of moral uprightnes, social responsibility and pursuit for excellence. The college is secular in outlook wherein students of all religions, caste and community are treated at par. The college aims not only at academics but also the holistic development of the students.

ABOUT MBA IN ST. FRANCIS COLLEGE

The MBA Program at St. Francis College, Bengaluru, focuses on holistic student development, bridging the gap between academic theory and corporate realities. Through rigorous training and robust industry partnerships, SFC's Placement Cell equips graduates with the technical expertise and adaptive skills necessary to thrive as industry-ready professionals.

ABOUT TRAINING AND PLACEMENT

St. Francis College's Placement Cell bridges the gap between academia and the corporate world to build industry-ready graduates. We equip students with a robust mix of technical and interpersonal skills aligned with real-world corporate challenges. Through strategic industry partnerships, students gain direct access to vital internships, campus placements, and professional mentorship. Additionally, our dedicated team offers personalized career guidance, resume building, and mock interviews to build confidence and drastically enhance employability.



MODERATOR



MEGHANA L
STUDENT OF I MBA

BRANDSPHERE SUMMIT 2026

BrandSphere Summit 2026 is a premier marketing conclave taking place on June 22, 2026, in the campus Heritage Hall. This year's flagship event features an exclusive panel discussion "Neuro Marketing - Decoding the Consumer Brain," bringing together top industry experts to provide invaluable insights into modern consumer behavior.



**SCAN HERE
FOR LOCATION**



**FOR ANY FURTHER QUERIES PLEASE CONTACT OUR
STUDENT COORDINATORS**



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