



# ***Modern International and Digital Marketing: Practices and Tools– A Global Vision***

**Executive and Faculty Development Programme (FDP)**

To be held from

**September 28-30, 2018**

Under TEQIP III

**In collaboration with Cambridge Marketing College UK**

AT

**BF-142, Sector I, Salt Lake, Kolkata, India  
City Campus**

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**



## Faculty and Executive Development Program by MAKAUT

### ABOUT MAKAUT

Maulana Abul Kalam Azad University of Technology, West Bengal is a dynamic modern institution with sprawling campus at Haringhata, Nadia, and West Bengal, India with City campus at Salt Lake City dedicated to be utilized for various outreach programs including Faculty & Executive Development Programs.

The university is the state's largest affiliating institution for colleges/institutions offering Engineering & Technology, Management and other professional programs.

MAKAUT also offers UG and PG In-house Programs in Computer Science and Engineering, Information Technology, PG In-house Programs in Industrial Engineering and Management, Biotechnology, Bioinformatics.

MAKAUT already has established itself as a leading tech varsity in the state and has now gained immense success in reshaping management education as well. The University has developed a wide range of curriculum for the students especially in the Management education that blends traditional forms of teaching with modern pedagogy and exposes students to international standards of Management discourse.

MAKAUT organizes training programs for students, faculty members and staffs members of its own and of other Institutions including that of its affiliated colleges. It has decided to take initiatives to enlighten the executives of commercial and industrial organizations with its sources of knowledge and expertise and to take the role of facilitator to bring such beneficiaries closer to the national and international experts. The present program is aimed at fulfilling such objectives with resource persons from United Kingdom in the field of International and Digital Marketing in collaboration with Cambridge Marketing College, UK

## Faculty and Executive Development Program by MAKAUT

### WHY SELECT THIS COURSE

The program is designed to reflect today's global business trends and to support academicians and professionals in responding to the challenges faced during their career progression. The present program on International and Digital Marketing is aimed to enhance knowledge base and boost performance of faculty members and executives by providing them the state-of-the-art concepts and practices including the use of software tools for International and Digital Marketing in global perspectives.

### WHO IS IT FOR?

The program is designed for Faculty members of Management Departments or Institutes, Faculty members involved with teaching and research of Management and Executives of organizations. Passed out students of management may also apply for participation and will be registered for the program subject to availability of seats. Due to limited number of seats, registration for the program will be done on first come first basis.

### RESOURCE PERSONS

#### Prof Nandan Sengupta



Prof Sengupta has wide experience in cross-cultural interactions having been associated with multinational companies from the U.S.A, Canada, Germany, Italy, The Netherlands, Japan, Australia and India. Nandan spent 14 years of his career in India before moving to the UK in 2004 where he has lived and worked ever since. His specialisation is B2B, Customer relationship, Digital marketing and Marketing technologies.

### **Prof Kiran Kapur**



**Prof Kiran Kapur is CEO of the Cambridge College. A Chartered Marketer and Fellow of CIM, she has wide marketing experience specializing in CRM and customer communications in the financial services sector.**

**Prof Kapur will be joining the program over SKYPE.**

### **Prof Charles Nixon**



**Prof Charles Nixon is a Chartered Marketer and Founding Director of the College. He has over 25 years' experience in Marketing in textiles, software, telecommunications and financial services.**

**Prof Nixon is likely to join the program over SKYPE**

**Prof Terry Nicklin**



Prof Terry Nicklin is a Chartered Marketer and Chairman of the Cambridgeshire Branch of the CIM. He has over 25 years' experience in Marketing and PR and runs his own award winning PR consultancy. He teaches digital, PR and communications.

**Prof Nicklin is likely to join over SKYPE**

**Prof Andrew Hatcher, another resource persons will be joining the program over SKYPE.**



## Detailed Schedule

### Day 1: 28/09/18

- **10.30: Registration**
- **10.55 - 11.25: Inaugural address, Welcome speech etc.**
- **11.30 – 13.30: Session 1 - Classical management practices**
- **13.30 – 14.30 - Lunch**
- **14.30 – 16.00: Session 2 - Evolution of marketing**
- **16.00: Tea**
- **16.15 – 17.00: Session 3 – Responsible marketing**

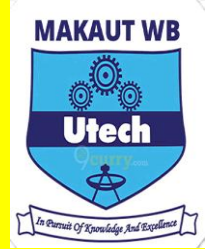
### Day 2: 29/09/18

- **10.30 – 13.30 Session 1 - Digital Marketing**
- **13.30 – 14.30 – Lunch**
- **14.30 – 16.00: Session 2 – Marketing technologies**
- **16.00: Tea**
- **16.15 – 17.00 Session 3 - Privacy and ethical practices**

### Day3: 30/09/18

- **10.30 – 13.30 Session 1 Contemporary marketing technology tools**
  - Adobe Marketing Cloud
  - SAP Hybris
  - IBM Watson
  - Small-scale tools for Small and Medium enterprises
- **13.30 – 14.30 – Lunch**
- **14.30 – 16.00: Session 2 – International perspective**
- **16.00: Tea**
- **16.15 – 17.00 Sessions 3 – Conclusion**

Q & A  
Vote of Thanks



Faculty and Executive Development Program by MAKAUT

**REGISTRATION FORM**

**Modern International and Digital Marketing: Practices and Tools— A Global Vision**

**Faculty Development Programme (FDP)**

To be held from

**September 28-30, 2018**

**Name (Prof/Dr./Mr./Mrs/Ms).....**

**Designation.....**

**Organization.....**

**Address.....**

.....

.....

**Contact: .....(Mobile).....(email\_id)**

**DD Amount-**

**DD Number-**

**(Signature with date)**

.....

**Head of the Institution/Department/Organization/Authorized Signatory**



## Faculty and Executive Development Program by MAKAUT

**PARTICIPANTS MAY PLEASE BRING THEIR LAPTOPS ON THE 3<sup>RD</sup> DAY FOR THE SESSION ON MARKETTING TOOLS FOR A MORE EFFECTIVE LEARNING**

### REGISTRATION FEE

The registration fees are as follows:

For Faculty Members: Rs 2000/- (Two thousands only)

For Executives: Rs 5000/- (Rs Five thousands only)

For Passed out students: Rs 500/- (Rs five hundreds only)

Payments is to be made by draft in favour of "MAKAUT, WB" payable at Kolkata

**PARTICIPANTS SHOULD FILL UP THE REGISTRATION FORM AND SEND IT ALONG WITH THE DEMAND DRAFT ADDRESSED TO THE CONVENER, FDP ON INTERNATIONAL AND DIGITAL MARKETING AT THE CITY OFFICE OF MAKAUT, WB ( BF-142, SECTOR-1, SALT LAKE CITY, KOLKATA-64)**

### ORGANIZING COMMITTEE

Prof Indranil Mukherjee, Registrar (Acting), MAKAUT, WB

Prof Sibamay Dasgupta, Adjunct Prof, MAKAUT, WB --- Convener 7278766331 (M)

Prof Debasish De, HOD Microelectronics & VLSI, TEQIP Coordinator

Prof Tapas Saha, Chairman, Institute of Management Studies, Kolkata

Prof Gour Banerjee, Director, Heritage Academy, Kolkata

Dr. Atri Bhaumik, Finance Officer, MAKAUT, WB

Dr. Md. Aftabuddin, Information Scientist, MAKAUT, WB

Prof Bivas Mallik, HOD, Dept of IEM, MAKAUT, WB

Mr. Anil Prasad, MAKAUT, WB

Ms Oindrila Mukhopadhyay, MAKAUT, WB

### CONTACTS

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