



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly WEST BENGAL UNIVERSITY OF TECHNOLOGY)
NH 12, Haringhata, PO - Simhat, PS - Haringhata, Pin - 741249
City Campus: BF-142, Sector - I, Salt Lake, Kolkata -700 064

No: 4346/Regis/8/2019

Date- 11th March

Notice

MAKAUT, WB is organising a two-day Advance Capsule Certification Program on **Modern International and Digital Marketing** in association with Cambridge Marketing College. The two-day capsule event has been scheduled on **27th -28th March, 2019** at the **Salt Lake(city campus) of MAKAUT, WB.**

Faculty members who already attended the three day FDP on Digital Marketing in September, 2018 can attend this advance module.

Course Registration fee of Rs 2000/- is to be paid at the time of Registration on the date of the program in cash/draft. The Demand draft should be drawn in favour of "MAKAUT, WB", payable at Kolkata.

Candidates are requested to send filled up Registration form for their participation latest by 25th March to the following id: makaut.cambridgemc@gmail.com.

We solicit your kind cooperation in this regard.

Sd/-
Registrar (Actg)

REGISTRATION FORM

Advance Certification Program

On

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

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

Designation.....

Organization.....

Address.....

.....

.....

Mobile

email_id

DD/ Cash Amount-

DD Number- DD Date-

.....

Signature of Applicant

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

Date-

Resource Persons

UK

The programme will be conducted by Nandan Sengupta, College Ambassador for India, Cambridge Marketing College, Cambridge, UK.



Nandan Sengupta

Nandan 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.

<https://www.marketingcollege.com/tutor/nandan-sengupta/758>

<https://www.linkedin.com/in/nandansengupta/>

It is also intended to involve few more management experts from UK and India (subject to final confirmation) through video linking for a brief session each day.

The profiles of those experts are provided below

UK

Charles Nixon



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.

<https://www.marketingcollege.com/tutor/charles-nixon/7>

<https://www.linkedin.com/in/cwnixon/>

Terry Nicklin



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.

<https://www.marketingcollege.com/tutor/terry-nicklin/10>

<https://www.linkedin.com/in/terrynicklin/>

Kiran Kapur



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

<https://www.marketingcollege.com/tutor/kiran-kapur/9>

<https://www.linkedin.com/in/kiran-kapur-2a10088/>



INDIA



Atanu Ghosh

Be PGDM (IIM-B), Founder & Director, Blue beaks, Management Consultant, Visiting Faculty-IIM. Atanu is a leading management consultant and academician. He has more than 25 years of experience in organizations like PWC, IBM and Nevaeh. Atanu has specialized in the digital space.

<https://www.linkedin.com/in/atanughosh22/>

Deepak Pramanik



BTech (IIT Madras), PGDM (IIM C), Founder & Director, SEED Academy. Deepak has more than 25 years of experience in marketing, brand, media and communication. The last position he held was GM-Ad marketing (ABP) before he started as a management consultant and academic.

<https://www.linkedin.com/in/deepak-pramanik-90b63313/>