



GOVERNMENT OF WEST BENGAL

BARASAT GOVERNMENT COLLEGE

NAAC ACCREDITED 'A' GRADE & DST-FIST SPONSORED COLLEGE

10, K.N.C. Road, Barasat, Kolkata - 700124, West Bengal, India

Phone: (033) 2552 3365, Fax: (033) 2562 5053, Website: www.bgc.ac.in, E-Mail: principal@bgc.ac.in

Date: 14th September 2022

NOTICE

We are pleased to announce a new and exciting opportunity for skill enhancement - **A Short Journey on Marketing & Communication Skill**. This course is designed to provide valuable insights and practical knowledge in implementing successful marketing and communication plans for your bright future.

Duration: 11th 12th 13th 14th 17th 18th 19th 20th & 21st October 2022 (Total 9Days)

Timings: 10.30 am to 2.30pm

Venue: Room Number 1, Barasat Govt. College

Don't miss this opportunity to invest in your future success! Seize the chance to acquire valuable skills that will set you apart in today's competitive landscape.

Officer In-Charge

Morning Section

Associate Professor
Barasat Govt. College
Govt. of West Bengal



Co-Ordinator

Value-Added Course



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Value-Added Course on A Short Journey on Marketing & Communication Skill for the Students of B.A General Programme 2022

COURSE STRUCTURE: The total Value-Added Course of the B.A General Programme is divided into 18 lecture sessions each of 120 minutes (Total 36 hrs.). The time span is spread over four weeks with 3hrs of interactive session.

COURSE OBJECTIVE: The objective of a Marketing and Communication Skills course is to equip participants with the knowledge and abilities to effectively convey messages, build brand awareness, and engage target audiences through various channels. This includes understanding marketing strategies, crafting compelling content, mastering communication techniques, and utilizing digital platforms for impactful campaigns. Ultimately, the goal is to enhance participants' proficiency in creating and implementing successful marketing and communication plans.

COURSE OUTCOMES: Upon completing a marketing and communication skills course, you can expect outcomes such as enhanced brand messaging, proficiency in social media strategies, effective presentation skills, improved writing for diverse audiences, and a heightened ability to analyze and respond to market trends.

Time Period: From 11th October to 21st October 2022

Course Topic: A Short Journey on Marketing & Communication Skill

-: Sub Topics for discussion & Resource Persons: -

- ❖ **Effective Email Communication & Social Media Strategies.**
Resource Person: Sri Niloy Chakraborty
Faculty, Dept. Of English, Barasat Govt. College
- ❖ **Presentation Skills & its Utilization**
Resource Person: Mrs Mousumi Roy
Faculty, Dept. Of English, Barasat Govt. College
- ❖ **Conflict Resolution**
Resource Person: Dr. Gourango Aich
Faculty, Dept. Of Sanskrit, Barasat Govt. College
- ❖ **Negotiation Techniques**
Resource Person: Mrs. Debasree Dutta
Faculty, Dept. Of Philosophy, Barasat Govt. College



- ❖ **Time Management**
Resource Person: Dr. Chandan Surabhi Das
Faculty, Dept. Of Political Science, Barasat Govt. College
- ❖ **Networking Strategies**
Resource Person: Sri Sanjay Sinha
Head Sales, Switz Foods Private Limited (Mio Amore)
- ❖ **Cross-Cultural Communication & Negotiation Techniques**
Resource Person: Sri Avisek Saha
Senior Category Manager, Rupa & Company Limited
- ❖ **Team Collaboration & Leadership Communication**
Resource Person: Dr. Samar Chattopadhyay
Principal, Barasat Govt. College
- ❖ **Active Listening**
Resource Person: Mrs Tanusree Das
Faculty, Dept. Of Bengali, Barasat Govt. College
- ❖ **Customer Service Communication & Public Speaking**
Resource Person: Mrs Soma Sinha
Faculty, Dept. Of Philosophy, Barasat Govt. College

Day-wise Programme schedule of the Course

DAY 1: (11/10/2022):

Inauguration by Dr. Samar Chattopadhyay, Principal Barasat Govt. College
Introductory Lecture by Dr. Abhijit De, IQAC Coordinator, Barasat Govt. College
Timing - 10am to 11am

Two Lecture Sessions by Sri Niloy Chakraborty on Effective Email Communication & Social Media Strategies.
Session I - 11am to 1pm (Recess- 30m) Session II – 1.30pm to 3.30pm

Day 2: (12/10/2022):

Two Lecture Sessions by Mrs. Mousumi Roy on Presentation Skills & its Utilization.
Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm

Day 3: (13/10/2022):

Two Lecture Sessions by Dr. Gourango Aich on Conflict Resolution.
Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm

Day 4: (14/10/2022):

Two Lecture Sessions by Mrs. Debasree Dutta on Negotiation Techniques.
Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm

Day 5: (17/10/2022):

Two Lecture Sessions by Dr Chandan Surabhi Das on Time Management.
Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm



Day 6: (18/10/2022):

Two Lecture Sessions by Sri Sanjay Sinha on Networking Strategies.

Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm

Day 7: (19/10/2022):

Two Lecture Sessions by Sri Avisek Saha on Cross-Cultural Communication & Negotiation Techniques

Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm

Day 8: (20/10/2022):

One Lecture Session by Dr. Samar Chattopadhyay on Team Collaboration & Leadership Communication

One Lecture Session by Mrs. Tanusree Das on Active Listening

Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.30pm

Day 9: (21/10/2022):

Two Lecture Sessions by Mrs. Soma Sinha Customer Service Communication & Public Speaking

Session I - 10am to 12noon (Recess- 30m) Session II – 12.30pm to 2.00pm

2.00-3.00pm:

- **Certificates distribution to participating students by the Teachers.**
- **Address by Dr. Chandan Surabi Das,
Officer-in-Charge, Morning Section, Barasat Govt. College**
- **Address by Dr. Gourango Aich, Course Coordinator Value-Added Course.**

Course Co-Ordinator

(Dr. Gourango Aich)

In-charge of Morning Section

(Dr. Chandan Surabhi Das) (Dr. Samar Chattopadhyaya)

**Associate Professor
Barasat Govt. College
Govt. of West Bengal**

Principal

**Principal
Barasat Government College**