



**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

**Notice**

**No: 4343/Regis/8/2019**

**Date- 8<sup>th</sup> March**

A one-day workshop will be organised by MAKAUT, WB in collaboration with Cambridge Marketing College, UK on **Modern International and Digital Marketing** in different zones of MAKAUT, WB as per the following schedule:

Date	Location	For Colleges of	Timing	Fee/ faculty
<b>16<sup>th</sup> March, 2019</b>	MAKAUT, WB BF-142, Sector-1, Salt Lake	<b>Zone 4</b>	10:30 am -5 pm	Rs 500
<b>19<sup>th</sup> March, 2019</b>	B.C Roy College campus, Durgapur	<b>Zone 2</b>	11 am - 5:30 pm	Rs 500
<b>26<sup>th</sup> March, 2019</b>	Supreme Knowledge Foundation Group of Institutions, Mankundu	<b>Zone 5</b>	10: 30 am - 5 pm	Rs 500
<b>30<sup>th</sup> March, 2019</b>	Siliguri Institute of Technology(SIT), Siliguri	<b>Zone 1</b>	10: 30 am - 5 pm	Rs 500
<b>2<sup>nd</sup> April, 2019</b>	Haringhata Campus, Makaut, WB	<b>Zone 3</b>	10: 30 am - 5 pm	Rs 500

Faculty members, who have not participated in this program earlier, are to be nominated to attend the event on the listed dates.

**Course Registration** fee of Rs 500 is to be paid at the time of Registration on the date of the program in cash/draft at the Registration desk at the respective venue from 9:45 am. The Demand draft should be drawn in favour of "MAKAUT, WB", payable at Kolkata

Alongside candidates will have to fill up the Registration Form and submit it at the time of Registration on the day of the event.

Candidates are requested to send their participation to the following id: makaut.cambridgemc@gmail.com

We solicit your kind cooperation in this regard.

Sd/-  
Registrar (Actg)

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**

**REGISTRATION FORM**

**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 (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/>

