



Sri Guru Gobind Singh College of Commerce

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One Day Faculty Development Program on E-Marketing and Emerging Issues in Marketing

22nd September, 2017, Conference Room, SGGSCC

About the FDP

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The Choice Based Credit System brought in by the UGC has provided a 'cafeteria' type approach, which has empowered the students to take courses of their choice as well as additional courses to attain more than the required credits. As a result of the offerings of existing as well as new subjects, it is the need of the hour to equip the teaching fraternity to be able to justice to the subjects. This FDP seeks to serve this purpose along with the vision to ensure uniformity to follow the common guidelines for the E-Marketing paper for B.Com (Hons) Semester III.

About SGGSCC

Sri Guru Gobind Singh College of Commerce, recently accredited 'A' by NAAC was founded in 1984, is a premier commerce college of the University of Delhi. Over the years, the institute has endeavored to attain the highest standards of academic excellence. The college frequently organizes seminars and conferences on current national and international issues. The college publishes its annual refereed journal, "Journal of Business Thought" to encourage research culture among the academic fraternity. It continually strives to inculcate the spirit of scientific temper and enhance the skill base of faculty and researchers.

Some of the broad areas covered under the FDP are

- E Marketing
- Digital Marketing
- Social Media Marketing
- Multi Channel Marketing
- Recent Issues in Marketing

Learning Outcomes

Relevant exposure to the teacher to efficiently handle various courses related to E Marketing
Improvement in teacher's classroom delivery both as a teacher and trainer
Enhancement of pedagogical and research skills of the participant.
Equipping teachers with essential skills and knowledge.

Resource Persons

Eminent Speakers from industry and academia shall grace the program.
Prof. Pinaki Das Gupta, Dean of Marketing, IMI will lead the session at 10.00 A.M., followed by
Dr. Harshvardhan Verma, FMS, DU at 11.00 A.M.

Who Can Attend

This FDP tends to serve faculty members from different colleges and universities who are teaching E-Marketing, Marketing Management, Principles of Marketing, E-Commerce as well as Advertising. The research scholars who are pursuing research in the said areas will also benefit from the program.

Important Note

Registration will be done on first come, first serve basis. Limited seats are available. The participants are requested to send in duly filled registration form to Dr Sangeeta Dodrajka, FDP Convener at sangeetasggs@gmail.com with subject titled- **“Registration for FDP on E-Marketing and Emerging Issues in Marketing”**.

Registration Fees and Mode of Payment

The registration fee for the FDP is 300 INR (non- refundable). Participants can send the completed registration form along with a Demand Draft in favour of “Principal, Sri Guru Gobind Singh College of Commerce” or can pay online to SGGSCC, PSB SB A/c No: 08941000005001, IFSC Code PSIB0000894. Last Date For Registration: 20th September, 2017.

Contact Us

Convenor: Dr Sangeeta Dodrajka, 9811616232

For Registrations please contact

Ms. Bimaldeep Kaur, 9871006656

Ms. Chanpreet Kaur, 9717739101