



Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE DURGAPUR-713206 (WB), INDIA

☎ (0343) 250-1353/4106/4121/4245, 6297128554, Fax (0343) 250-4059

E-mail : info@brec.ac.in • Website : www.brec.ac.in

NOTICE

10th September, 2024.

This is to inform all the students of MBA that a seminar on “Marketing and Branding – A Paradigm Shift in the Digital Era” by Prof. (Dr.) Gairik Das, Professor & Head – Business Management Projects & MDP, IISWBM Kolkata has been scheduled on the following date and time. Your attendance in the seminar is mandatory.

Date: Wednesday, 11th September 2024

Time: 2:00 PM onwards

Venue: Albert Einstein Seminar Hall, BCREC.

Prof. (Dr.) Somroop Siddhanta

HoD, FMS, BCREC