



Dr. B.C.Roy Engineering College Durgapur

presents

Webinar for students

POST COVID-19 MARKETING SCENARIOS



RESOURCE PERSON

Prof. Nandan Sengupta

Professor, Cambridge Marketing College, UK,
Founder Director, ESK Network

12th May 2020, 3:00 pm (IST)

For Registration : <https://forms.gle/G7U5A6iHSK1f5UTD8>

(Only 70 students will be able to participate in First Come First Serve basis)

Registration link will be open on 11.05.2020 at 3:00 pm

Dr. B.C. Roy Engineering College presented Webinar on post COVID-19 Marketing Scenarios for Students

Today's emerging and continual response to the rapidly growing COVID-19 is creating new ways of doing business. Many are focused on prevention of the spread, while others consider the "what if" and recovery. Persistent efforts, consistent communication, and frequent reminders - are some of the rules we all have to stick to in order to just be eligible for the challenging market scenario.

To understand all such pertinent points, a webinar was organised on 12th May 2020 at 3:00 pm (IST) for the students of Computer Science Engineering Department of Dr. B. C. Roy Engineering College, Durgapur on the topic "Post COVID-19 Marketing Scenarios" with Professor Nandan Sengupta of the Cambridge Marketing College, UK and founder Director of ESK Network as the resource person. Seventy students including the Director of the College Dr. Pijush Pal Roy and Head of the Department of CSE Professor Chandan Konar participated in it.

In this webinar, Professor Sengupta stressed upon four important aspects like (i) 4P i.e. Product, Price, Position and Promotion; (ii) STP i.e. Segmentation, Targeting and Positioning; (iii) 7P wherein in addition to 4P, he spelt out on another 3P namely People, Process and Physical evolve; and finally (iv) M3 i.e. Strategy, Analysis and Planning. He told that there will be digital disruption and heterogeneous challenges which we have to re-evaluate through production, supply-chain and digital marketing channel to overcome the situation. In doing so, he stressed that the role of Data Scientists and Data Analysts will be massive. Business Continuity Planning and Plan Execution, Pandemic Preparation, Essential Services Considerations were the basics of marketing policy.

One has to understand the four-pronged approaches for securing the needed supplies and equipment to control post COVID-19 marketing scenarios. He emphasized to learn current challenges and solutions from insiders charged with managing their company's response to COVID-19. It needs to discover what leaders would do differently based on their experiences dealing with the situations and then to determine who is essential to be on-site and who may be better-off working remotely. Effectiveness of such various responses would lead to success and full recovery.

The 90 minutes session went very well with lots of interactions and it ended with few important comments by the Director while thanking the honoured speaker.

Timestamp	Username
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College name.	Dept	Year	NAME.
Dr bc Roy engineering college	IT	3rd	Nikhil raj
Dr.B.C Roy Engineering college	IT	1st	Nikita Nishchal
Dr. B.C. Roy Engineering College	IT	1st	Nilisha Jaiswal
Dr. B. C. Roy Engineering College	EE	1st	Abhishek Bhagat
Dr. B.C Roy Engineering College , Durgapur	IT	1st	Ashirvad kumar
Dr bc Roy engineering college, durgapur	IT	3rd	Nikhil raj
Dr. B.C. Roy Engineering College, Durgapur	Cse	2nd	Akanksha Priya
Dr bc Roy engineering college, durgapur	IT	3rd	Nikhil raj
Dr bc Roy engineering college, durgapur	IT	3rd	Nikhil raj
Dr bc Roy engineering college Durgapur	IT	1st	Avinash Kumar Jha
Dr. B. C. Roy Engineering College	EE	1st	Sarthak Nag
Dr. B. C. Roy Engineering College, Durgapur	EE	1st	BAIDEHI BHATTACHARYA
DR.B.C ROY ENGINEERING COLLEGE	Cse	1st	Somya sri
Dr B. C Roy Engineering College	IT	3rd	Shampa roy
Dr. B. C. Roy Engineering College	Cse	2nd	Abhinav Anand
Dr. B. C. Roy Engineering College	Cse	2nd	Abhinav Anand
Dr bc Roy engineering college	IT	3rd	Nikhil raj
Dr B. C. Roy engineering college	Cse	2nd	Ankita ojha
DR. B. C. ROY ENGINEERING COLLEGE	Cse	1st	MONIDEPA GHOSH
Dr BC Roy engineering college	IT	1st	Aritra Gupta Baksi
Dr.B.C. Roy Engineering college	IT	3rd	Sagar Mandal
Dr. BC ROY Engineering College	IT	1st	Yash Biswakarma
Dr.BC Roy Engineering College	Cse	1st	Puja Kumari
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DR. B. C. ROY ENGINEERING COLLEGE.	EE	1st	BASUNDHARA MAJI
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Dr. B. C. Roy Engineering College	Cse	2nd	Suchismita Deb
Dr.B.C.Roy Engineering College	Cse	2nd	Sanchita Dutta
Dr BC Roy engineering college , Durgapur	IT	1st	Ambika Gorain
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Dr bc roy engg college	Cse	3rd	Soumik roy
Dr B C Roy Engineering college Durgapur	Cse	2nd	Rajeev Kumar Raja
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DR.BC ROY ENGINEERING COLLEGE	IT	1st	Anusree Roy Chowdhury
Dr.B.C.ROY ENGINEERING COLLEGE, DURGAPUR	Cse	2nd	AKASH PAUL
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Dr BC Roy Engineering College	Cse	2nd	Abhinav Kumar
dr bc roy engineering college durgapur	Cse	2nd	Akshit Anand
Dr. B.C. Roy Engineering College Durgapur	Cse	2nd	Soumo Ghosh
Dr.B.C Roy Engineering College	Cse	2nd	Bipra Biswas
Dr. B.C. Roy Engineering College	Cse	2nd	Rajni Kumari
D.r Bc Roy engineering college, durgapur	IT	2nd	Satyam kumar
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 Cse 2nd Sweta verma
 Cse 2nd Abhinav Raj
 IT 2nd Shreya sinha
 Cse 2nd Varun Raj
 IT 2nd Sakshi agarwal
 IT 2nd SAPTARSHI MITRA
 IT 2nd Akash Deep Yadav
 IT 2nd Prachi Ranjan
 IT 2nd Harsh jaiswal
 Cse 2nd Adreja Banerjee
 IT 2nd Ranjana kumari
 IT 2nd RAJARSHI ROY
 Cse 2nd Rama
 Cse 1st Abhiraj Gupta
 CE 2nd Avishek Biswakarma
 IT 1st Shaunak Banerjee
 IT 2nd Abhishek Ravi
 EE 1st SAMIM AKTHER
 IT 1st Rehan Roy
 Cse 1st Bhumika lalwani
 IT 1st Pratyush Mandal
 ECE 1st Ananya Mandal
 EE 1st Nehal Akhtar
 IT 2nd BINIT KUMAR
 Cse 2nd Deepak Kumar Verma

University Roll no.	Phone no.
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