

Newsletter

2021-2022

- A Webinar was organized by the department for all its students on The World of Advertising to unravel the spheres of the present advertising scenario as well as the future of advertising on 28th August, 2021 where the resource person was Suneha Das, Sr. Account Executive, Wunderman Thompson, Gurgaon (Dpt. Alumni)
- An Interactive Session & Presentation was held on BCG Matrix &/or Johari Window was organized for the Semester 4 students on 18th February, 2022, with the resource person being Smt. Aditi Chatterjee, SACT, Faculty of the department, to make students learn the new concepts of BCG Matrix and Johari Window not just through delivering lectures but by actively making them interact through PowerPoint presentations made by them.
- An Interactive Session & Presentation was held on 3rd March, 2022 on the topic Publicity & Celebrities under the faculty Smt. Aditi Chatterjee, SACT, for Semester 2 students to make students interact in the interesting topic of Celebrities and Publicity not just through discussion after a lecture but by actively making them interact through PowerPoint presentations made by them.
- An Interactive Session on How to face an Interview was conducted under the guidance of the department faculty Shri Dipankar Mukherjee, SACT, to give an idea of how to face corporate interview. It was for the Semester 6 students as they would be facing such interviews soon and also for Semester 4 students as a part of their Skill Enhancement Course- Business Communications & Personality Development on 20th April, 2022.
- An Interactive Session & Presentation (Online) on Pricing Methods & Strategies was held for the students of Semester 2 by the department faculty Smt. Aditi Chatterjee, SACT, on 12th May, 2022 to enhance the knowledge of students of Semester-2, further in their paper Marketing Management-II by emphasizing on the pricing methods and strategies used by companies in the practical current situation and also how they can use these strategies to decide the same for organizations in the near future.
- The faculty of ASPV department created a WhatsApp group with the ex-students of the department on 16/12/2021. There are 175 participants in the group from various classes' right from the class of 1997, the first batch of students of the department, who also celebrated their 25 years as alumni. The objectives of forming the group were:
 1. To get in touch with the ex-students to form a database of their current professional status
 2. To build a professional network
 3. To provide exposure to the current students through "Alumni Speaks" session in order to motivate the current students and to give them an understanding of the real job world.

So, the department organized its First Alumni Meet on 21st May, 2022 where all the faculties and most of the ex-students from the first pass out batch (1997) of the department to the last pass out batch were present. It was an interactive and nostalgic thought exchanging session in which everybody enjoyed and felt touched and happy with the initiative. It was also an opportunity for all ex-students to meet each other, who are highly placed in different reputed organizations or are pursuing higher studies which was also a boon for the department.





