



दिल्ली विश्वविद्यालय  
University of Delhi



## KAMALA NEHRU COLLEGE

Commerce Department  
and

DEPARTMENT OF COMMERCE

Delhi School of Economics  
University of Delhi,

(Under the aegis of Department-College Interface)

Organize

One-Day Workshop

On

**“Principles of Marketing”**

Saturday, 28<sup>th</sup> September 2019

9:30AM – 04:00PM

New Seminar Room

Dr. Kalpana Bhakuni (Principal)	Dr. Amit K. Singh (Coordinator D C Interface)	Dr. Sheetal Kapoor (Workshop Convenor)	Dr. Jyoti Dhawan (Teacher In Charge)
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### About the Workshop

*“Formally and informally, people and organisations engage in a vast number of activities we can call marketing. In the face of digital revolution and other major changes in the business environment, good marketing is both increasingly vital and increasingly new.”*

-Paul Polman Unilever

Marketing is everywhere. Good marketing is no accident. It helps in creating value for customers, business and society. It is embedded in everything we do-from the clothes we wear, to the places we visit, the Websites we click on, to the ads we see....

To bridge the gap between Department of Commerce, Delhi School of Economics and Colleges, it is the need of the hour, to create a platform for qualitative exchange of ideas and sharing of experiences to take commerce education to next level. To achieve this objective, under the aegis of Department – College Interface, Commerce Department of Kamala Nehru College in collaboration with Department of Commerce, Delhi School of Economics is organizing a one day workshop for B.Com (Hons.) *Principles of Marketing* course. This workshop is first of its kind, to cater the needs of the hours of academia society and other stakeholders. The workshop will broadly be aimed at addressing the following issues:

1. The pedagogical issues pertaining to the course.
2. To bring insight and develop guidelines for this course in order to cater to larger part of academic fraternity.

## ONE DAY WORKSHOP

Saturday 28<sup>th</sup> September 2019  
09:30AM – 04:00PM  
New Seminar Room, Kamala Nehru College

### PROGRAMME SCHEDULE

TIME	PROGRAMME
9:30AM – 10:00AM	Registration
10:00AM – 10:45AM	<p style="text-align: center;"><b><u>Inaugural Session</u></b></p> <p>Welcome Address:</p> <ul style="list-style-type: none"><li>Principal, Kamala Nehru College</li></ul> <p>Chief Guest:</p> <ul style="list-style-type: none"><li>Prof. R. K. Singh</li></ul> <p>Keynote Speaker:</p> <ul style="list-style-type: none"><li>Prof. Madan Lal</li></ul> <p>Vote of Thanks:</p> <ul style="list-style-type: none"><li>Dr. Sheetal Kapoor</li></ul>
10:45AM – 11:00AM	Tea Break
11:00AM – 01:00PM	Discussion on relevance of Course
01:00PM – 01:45PM	Lunch
01:45PM – 03:45PM	<ul style="list-style-type: none"><li>Discussion on pedagogical issues pertaining to course</li><li>Developing guidelines for the course</li></ul>
03:45PM – 4:00PM	Closing and reflections Followed by High Tea

## *Facilitators*

**Prof. R. K. Singh:** Head and Dean, Department of Commerce. Delhi School of Economics, University of Delhi.

**Prof. Madan Lal:** Professor, Department of Commerce. Delhi School of Economics, University of Delhi.

**Dr. H. K. Dangi:** Associate Professor, Department of Commerce. Delhi School of Economics, University of Delhi.

**Dr. Amit Kumar Singh:** Associate Professor, Department of Commerce. Delhi School of Economics, University of Delhi.

**Dr. Ashish Chandra:** Associate Professor, Department of Commerce. Delhi School of Economics, University of Delhi.

### Registration

The interested participants should apply through the online form link

<https://forms.gle/eX36pBXpVUQpEkvg5>

(Last date for registration is on or before **20<sup>th</sup> September 2019**. There are limited seats available for the workshop. Registration may close as soon as seats are filled.)

It is requested that only teachers teaching paper, Principles of Marketing to B.Com (Hons.) in Delhi University Colleges, should apply.

There is a nominal **registration fee of Rs. 400/-** which can be paid through online mode as per the given details:

**Name of Beneficiary:** KNC student fund society a/c  
**Name of the Bank:** State Bank of India **Savings Account No-** 10732134483  
**IFSC No-** SBIN0003219 **MICR CODE-** 110002117

**A 'Certificate of Participation' will be awarded jointly by the institution to every participant on the successful conclusion of the workshop.**

#### RSVP:

Dr. Sheetal Kapoor (Convenor) :9810751903  
Dr. Pankaj Kumar :9818522539  
Mr. Rahul Chopal :9013310180