



MANAGEMENT DEVELOPMENT PROGRAMME (05 DAYS-MDP)

23-09-2024 to 27-09-2024

Organized by

Br. MSME-DEVELOPMENT & FACILITATION OFFICE, SILIGURI

Ministry of Micro, Small & Medium Enterprises, Govt. of India

In collaboration with

**DEPARTMENT OF MANAGEMENT
UNIVERSITY OF NORTH BENGAL**

Accredited by NAAC

VENUE: Department of Management, NBU

**Course Calendar/ Programme Schedule
For Management Development Programme
On Digital Marketing
Organised by
Br. MSME-DFO, Siliguri
In collaboration with
Department of Management, University of North Bengal
From 23.09.2024 to 27.09.2024**

Session Timings		Session Timings	
I	10:00 AM to 11:30 AM	II	11:30 AM to 01:00 PM
Break 01:00 PM to 01:30 PM			
III	01:30 PM to 03:00 PM	IV	03:00 PM to 04:30 PM

Date	Session	Particulars of Subject/ Topics	Name of the Faculty
23.09.2024 Monday	I-II	Registration & Inauguration Programme	Shri T.C. Lama
	III	Schemes of Ministry of MSME	Shri A.Chanda & Shri T.K. Banerjee
	IV	Introduction to Digital Marketing	Dr. Subrata Ray
24.09.2024 Tuesday	I	Basic concepts on BLOGGING and Search Engine Optimization	Dr. Dipanjan Moitra
	II	Introduction to case study based on digital marketing	Dr. Deepak Subba
	III	Digital Marketing in Local Market & Promotion	Dr. Subrata Ray
	IV	Empowering MSMEs Entrepreneurs in Digital Age	Dr. Sanmoy Mallick
25.09.2024 Wednesday	I	Hands on training on Social Media Marketing	Dr. Dipanjan Moitra
	II	Case study exercise	Dr. Deepak Subba
	III	Social Media Branding of SME Products	Dr. Subrata Ray
	IV	Strategic Approaches to Scale Up a Start-Up Venture through Digital Marketing	Dr. Sanmoy Mallick
26.09.2024 Thursday	I	Introduction to Search Engine Marketing	Dr. Dipanjan Moitra
	II	How to make successful TV advts? and role play exercise & group discussion	Dr. Deepak Subba
	III	Digital Marketing for Service Products	Dr. Subrata Ray
	IV	Importance of Digital Marketing for MSME- Rural Beneficiaries	Dr. Sanmoy Mallick
27.09.2024 Friday	I	Practical concepts on Content Marketing and Email Marketing	Dr. Dipanjan Moitra
	II	Case Analysis on MSMEs Entrepreneurs	Dr. Sanmoy Mallick
	III & IV	Feedback from Participants and Valedictory Programme	Shri T.C. Lama