

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

THE COURSE:

Advertising, Sales promotion and Sales Management is a Major Course introduced in our institution on the basis of recommendations from the University Grants Commission in 1994. It is a three-year course leading to Bachelors Degree (B.A/B.Sc) Major awarded by Calcutta University. Gokhale Memorial Girls' College is the only institution in Calcutta which offers the curriculum.

THE DEPARTMENT:

The first batch of students was admitted in the academic session 1994-95 and since then thirteen batches have passed out successfully. The department has both full time and guest faculty. The department also arranges special lectures by visiting faculty who are from various organizations in the industry known for their specialization in particular areas of study related to the curriculum. It tries to provide placement when possible. This year 40% of the final year students could be placed successfully in advertising agencies and publication houses.

HIGHLIGHTS:

- ❖ □ Training students for developing skills in graphic design and Ad-message writing.
- ❖ □ Prepare students for a career in marketing /advertising by imparting theoretical and practical instructions that provide holistic understanding of the subject.
- ❖ □ Helps to cultivate skills that adequately qualify students for the employment market.
- ❖ □ Grooming the students for entrepreneurial competence.
- ❖ □ Equips students with knowledge, proficiency and attitude for assuming creative role in the society through a career in marketing and advertising.
- ❖ □ Regular tutorials are arranged for consistency and improvement in the performance of the students.
- ❖ □ Good collection of books in the college central library.
- ❖ □ Students are exposed to work experience (on-job-training) in leading advertising agencies, newspaper houses, event management houses and the corporate sector.
- ❖ □ Students have to undertake In-house-project which provides an understanding of Market Research and Analysis.
- ❖ □ Facilitating in-depth study and presentation skills by encouraging contributions in the departmental section of college magazine and wall magazine.
- ❖ □ Arrangement for class-room presentation on various related topics.
- ❖ □ The University results are encouraging with a high percentage of students securing first class and University ranks.
- ❖ □ The department takes pride in mentioning that students, after completing their graduation in this subject, have successfully pursued post graduate studies from reputed institutions like MICA (Ahmedabad), Benaras Hindu University(MBA),

Symbiosis (Mass Communication and Advertising), Indian Institute of Mass Communication, Delhi, Delhi School of Communication, Jadavpur University (Mass Com) National Institute of Advertising etc.

❖ □ Students are successfully pursuing their career in advertising marketing/Public Relations in reputed advertising agencies like Ogilvy and Mather, Rediffusion, DYTR, JWT, Panorama etc; in reputed publishing houses like The Statesman, Hindustan Times, Ananda Bazar Patrika and The Telegraph, Indian Express, Business Standard etc ; in Corporate Sector like Dell Computers, HSBC Bank, to name some.

❖ □ Students have pursued higher studies in Universities in U.S.A. and U. K.

❖ □ The faculty provides total support for all round guidance and success in university examination.

PROSPECTS OF THE COURSE:

□ The students will emerge equipped with skills to opt for attractive range of careers – client servicing, customer care, marketing and sales executives, public relations, event management in various advertising agencies, publishing houses, event management organizations and corporate houses.

□ Can pursue higher studies in Management Institutes all over the country by appearing in CAT/XAT/MAT and other entrance examinations conducted by reputed institutions throughout the country and abroad (GRE AND TOEFL)

SUBJECT COMBINATIONS AND COURSE FEE

| Stream | Elective Combinations | Annual Course Fee 1 st Year 2011-2012 | Annual Course Fee 2 nd Year 2011-2012 | Annual Course Fee 3 rd Year 2011-2012 |
|--------------|--------------------------------|--|--|--|
| B.Sc (Major) | Economics and Psychology | ₹. 13,670/- (Inclusive of Computer Fee) | ₹. 13030/- (Inclusive of Computer Course Fee) | ₹. 12,530/- (Inclusive of Computer Course Fee) |
| B.A.(Major) | Education and Elective English | ₹. 12,550/- (Inclusive of Computer Fee) | ₹. 11,910/- (Computer Course Fee) | ₹. 12,110/- (Computer Course Fee) |

CLINICAL NUTRITION AND DIETETICS MAJOR DEGREE COURSE

THE COURSE:

- ❖ □ This is an undergraduate vocational degree course being co-ordinated by Calcutta University.
- ❖ □ The programme runs over three academic years and after successful completion of the course the students are awarded a B.Sc. (Major) degree certificate.
- ❖ □ The course combines the study of nutrition and its application in dietetics.
- ❖ □ Subjects on the course help the understanding of a variety of aspects of health and diet, including the effects of preparation methods on the quality of food and what health problem might be expected from having too much or too little of same dietary components.
- ❖ □ The course will help acquire knowledge, skills and develop competencies for entry to advanced level position in dietetics programme for effective delivery of food/nutrition services and for conducting food and nutrition research.

THE DEPARTMENT:

- ❖ □ The department has professionally trained staff.
- ❖ □ Eminent scientists and researchers are also invited from other universities and research institutions as guest faculty to interact with the students.
- ❖ □ The main teaching tools are lectures, class discussions, field visits and case studies.
- ❖ □ Students are motivated for group discussions, seminars, project presentation, training report and presentation.
- ❖ □ The objective of the department objective is to provide the students extensive theoretical and practical learning.

HIGHLIGHTS:

- ❖ □ Good collection of books in the college central library.
- ❖ □ Tutorials
- ❖ □ Experts from specialized field impart theoretical and practical instructions.
- ❖ □ Seminars held during the academic tenure exposing students to job market.
- ❖ □ Students are exposed to work experience by way of

ON-JOB-TRAININGS.

□

Clinical Nutrition and Dietetics Dept. of College has earned the unique distinction of being selected as the Centre for imparting training in Fruit and Vegetable Preservation by Community Food and Nutrition

Ext. Unit, Ministry of Human Resource Development, Govt. of India.

□ High ranking performance at the University examination.

PROSPECTS OF THE COURSE:

Higher Studies :

Students can opt for

a) M.Sc in Food and Nutrition in 1. SNTD Women's University, Mumbai.

2. Lady Irwin College, New Delhi.

3. Avinashilingam University of Home

Science, Coimbatore, Madras.

4. M.S.University of Baroda.

5. Vidyasagar University.

6. INGNOU

7. Nirmala Niketan, Mumbai

8. BESU, Shibpur

b) Diploma in Dietetics in All India Institute of Hygiene and Public Health, Calcutta and New Delhi.

c) Hospital Management in Indian Institute of Social Welfare and Business Management, Calcutta.

Majority of our students going for higher studies enrol at BESU, Shibpur, Vidyasagar University and All India Institute of Hygiene and Public Health, though we have had students going to Mumbai and Coimbatore for higher studies.

JOB PROSPECTS:

On completion of the course the students can opt for careers as Dietitian as well as Nutritionists in Hospitals, Health Clubs, Airlines, Hotel Industry, Corporate Houses, Child Care Centres, I.C.D.S Projects etc. and also as Nutritionists in Food Producing Companies.

SUBJECT COMBINATIONS AND COURSE FEE:

| Stream | Elective Combinations | Annual Course Fee 1 st Year 2011-2012 | Annual Course Fee 2 nd Year 2011-2012 | Annual Course Fee 3 rd Year 2011-2012 |
|-----------------|-----------------------------|--|--|--|
| B.Sc (Major) | Chemistry and Psychology | ₹ 14,020/- | ₹ 13,080/- | ₹ 11,180/- |

COMMUNICATIVE ENGLISH MAJOR DEGREE COURSE

THE COURSE:

Communicative English is a career-oriented Major subject introduced in 1994 in this college in implementation of the UGC's plan to introduce vocational degree courses in Undergraduate colleges that could provide professional skills to students intending to take up jobs after graduation. Gokhale Memorial Girls' College was one of the first colleges in West Bengal to introduce this course as a means of empowering girls with Professional skills.

THE DEPARTMENT:

The first batch of students was admitted to this course in the academic session 1994 – 95. The department is run by the English department of the college and all full-time teachers of the English department as well as visiting faculty from specialized areas like Media, Public Relations and Entrepreneurship guide the students. Students from this department have graduated with distinction and the majority have been absorbed in as varied professional fields as public relations, teaching, mass media and print journalism, as well as front-desk, customer care and sales positions.

THE HIGHLIGHTS OF THE DEPARTMENT ARE :

- ❖ Profession-oriented course
- ❖ High teacher : student ratio
- ❖ Tutorials
- ❖ Practical training sessions in Conversational English, Compering, Anchoring, doing Projects, Storyboard writing, News casting, etc.
- ❖ High rate of placement after graduation
- ❖ On-job training during graduation
- Visiting faculty
 - ❖ Compulsory Certified Computer Education Course
 - ❖ Field visits to Radio Stations and Media Houses.

PROSPECTS OF THE COURSE:

- ❖ Employment opportunities after graduation in Sales and Marketing, Front-desk Management, Customer Care, Teaching Communication in Technical Institutes, Journalism, English Language teaching, Script writing, Editing and Publishing, Mass media and Copywriting.
- ❖ Opportunities for Higher Studies (Post graduate degrees and

diplomas) in Linguistics, English Language Teaching (ELT), Media Studies, Journalism, Public Relations, Management, etc.

SUBJECT COMBINATION:

| Stream | Elective Combinations | Annual Course Fee 1 st Year 2011-2012 | Annual Course Fee 2 nd Year 2011-2012 | Annual Course Fee 3 rd Year 2011-2012 |
|-------------|---------------------------------|--|--|--|
| B.A.(Major) | Elective English and Philosophy | ₹ 11,050/- (Inclusive of Computer Fee) | ₹ 10,410/- | ₹ 10,610/- |
| B.A.(Major) | Elective English and History | ₹ 11,050/- (Inclusive of Computer Fee) | ₹ 10,410/- | ₹ 10,610/- |