

Workshop on New Trend in Healthcare Marketing

Institute of Engineering & Management Kolkata, Department of BBA, has conducted a workshop on New Trend in Healthcare Marketing. The speaker of the programme was Dr. Prमित Das, Executive Head, SKM Gr. (Charnock Hospital Gr.). The Program Co-ordinators were Prof. (Dr.) Soumik Gangopadhyay, Prof. Dibyendu Chattaraj, Prof. Sananda Halder.

The workshop aimed to introduce students to the healthcare industry and highlight the potential for fresher to thrive within it. It provided an industry interface to enhance their understanding of real market dynamics. Furthermore, the speaker delved into the latest marketing tools and techniques utilized by the industry.



Institute of Engineering & Management Kolkata

*Department of Business Administration
Presents*

Workshop on New Trend in Healthcare Marketing

Speaker- Dr. Prमित Das

Executive Head, SKM Gr. (Charnock Hospital Gr.)



Date: 21-02-2024 **Time:** 4:00pm to 5:00pm
Venue: Room no 1A, IEM BBA Department

Faculty Co-ordinator:

Dr. Soumik Gangopadhyay (M: 9903981505)

Prof. Sananda Halder (M: 7595971975)

Prof. Dibyendu Chattaraj (M: 7044350598)

Pictures from Event





GPS Map Camera

Bidhannagar, WB, India

Street Number 27, Sector 5, Bidhannagar,
700091, WB, India

Lat 22.570350, Long 88.429690

02/21/2024 17:11 GMT+05:30

Note : Captured by GPS Map Camera

