

DEEP BANERJEE
(www.marketingpundit.com)
Marketing Support Consultant
66K, Suren Sarkar Road
Beliaghata, Kolkata – 700 010
Ph: 033 – 23703608. Cell: +91 98301 53536
E-Mail: deep@marketingpundit.com



**My role as a ‘CHIEF EVANGELIST’
while promising a B-school that will outshine**

My MISSION:

* Be the prime mover of a process to develop and nurture sophisticated School(s) of Business Studies (ideally offering specialization in Marketing/ Sales/ Advertising/ Media/ Communications studies through University and/or AICTE affiliated value added MBA/ PGDM and BBA courses) in one or multiple locations across India.

* To guide, train and develop a large fraternity of logical, pragmatic and young marketing/ sales/ communications professionals with their feet on the ground.

My GOAL:

Develop youths of India with unparalleled powers to ‘foresee’ (as in for 4C). They need to have excellent COMMUNICATION skills, superb COMPREHENSION powers, out of the world CREATIVITY, ability of COGNITION. After all in today’s India there is no dearth of professional opportunities. There is an immense dearth of good professionals with the right attitude.

My Expertise available for

- **Professionalizing the overall environment** of an ‘existing’ or ‘new’ Business School, the way corporate entities would like to see it & make the institute a market savvy brand.
- Actively function as a Senior **Visiting/ Adjunct faculty** (marketing, sales, advtg, media, communications mgmt subjects) with lessons rendered thro’ easy to understand self compiled course materials.
- **Soft skills / life skills / communication / etiquette grooming** made compulsory with unique course contents.
- **Introducing exclusive subjects** or topics in sales/ marketing/ communications as part of a market driven B-school initiated “Post Graduate or Graduate Programme” & for sure success in job front.
- Making “**Social Media**” studies mandatory for all streams of study as part of the B-school initiated “Post Graduate or Graduate Programme”.
- Making **summer internship & multiple internship projects** ‘interesting’, ‘mandatory’ and render assistance for fulfillment.
- Creating an environment for **frequent corporate/ market interaction** through unique programmes/ contests/ participations/ etc.
- Career **counseling**.
- Creating a system/ environment for foolproof **student sourcing/ admission**.
- Ensure ultimate **job placements** for all outstanding students.
- **Consultancy projects** for overall marketability & image makeover.

My Expertise available in 7 niche areas

Academic activities: Introduce interesting & content rich study materials and methods; Create an environment wherein students would love to spend long hours in the institute; Encourage usage of audio-visual training methodologies to the maximum extent possible; Students will be encouraged to 'think', 'think', 'think', and 'think'; Students will be exposed to interesting case studies & other truly innovative study methodologies; The concept of 'train the trainers' will be introduced; Introduce **4 - 5** mandatory specialization papers (in addition to the University approved papers) with very interesting study materials; ICSE/ CBSE style of continuous evaluation will be introduced; Introduction of own "Graduate and Post Graduate Programmes" will be the true USP/ differentiation factor for the institute.

Non – academic activities: Create a 'student friendly environment'; Expose students to misc. activities to 'instill confidence'; Encourage students to 'participate in Inter-College fests'; Expose students to 'management games'; Expose them to 'Corporate Events'; Expose them to 'market environment'; Initiate 'Consultancy' assignments for entrepreneurship development & overall marketability; Invite students from general colleges, engineering colleges & management institutes for misc. workshops and also participate elsewhere.

Life Skills development: Expose students to the nuances of 'daily life & corporate life etiquettes'; Expose them to sessions (theories, audio-visuals & practical) in 'body language'; Encourage 'communication in English' within the campus; Encourage them to develop a habit of 'newspaper & magazine reading'; Master them on 'internet etiquette'; Employ numerous other methodologies to make them master the art of 'right & logical communication'; Help them develop 'leadership skills' & 'team efforts'.

Networking & Personal Branding abilities: Guide students to appreciate the importance of 'real life networking'; Guide them rigorously to excel in 'Social Media Networking' and the associated etiquette; Groom them on the wonders of 'personal branding' concepts; First of its kind in India, mandatory subjects on Networking will be introduced, which by itself will be a selling proposition to attract new students for BBA & MBA courses and enhance the employability of students.

Corporate & Industry interface: There will be a major ambitious drive to invite Senior Managers with corporate exposure for **2 - 3** times every month to the institute, almost with immediate effect; Within a period of 6 - 9 months, I intend to have corporate managers visit the institute for **5 - 6** times every month; Within a period of 12 - 15 months, I would like to fix for myself an even more ambitious target of holding 50% or more classes with the help of visiting faculties from the corporate/ NGO sector; Moreover, 'unique' management development programmes will be launched at the earliest & the contents are ready in my possession. This also will serve as an out of the box confidence building, student sourcing & course marketing/ selling strategy.

Summer/ Vacation Internship assistance: MBA students (in Marketing) will have to do a minimum of **4** internship projects in 2 years; BBA students will also have to do a minimum of **4** internship projects in 3 years; More the field exposure of students, better the marketability of those youngsters in the job-market & also the potential of the institute to attract quality students in future batches; After taking up classes and getting to know the students better, I

will be grooming up the sales & marketing students by exposing them to real time / simulated corporate environment through short term freelance market research and marketing support assignments; The duration of their assignment vary depending on the nature and scope of the assignment allotted to them; BBA / MBA student willing to do their project under my guidance from any B-school will officially contact me through their institute.

Selling & Marketing of the Institute: The entire focus will be on 'below the line' activities and skirt the phenomenally expensive 'above the line' main-stream media; Immediately launch a couple of Inter-School (for BBA) and Inter-College (for MBA) contests and/or activities, while projecting the institute as the 'knowledge partner'; Embark on a cross-promotion/ strategic alliance drive with other entities; Embark on a familiarization drive with all stake-holders; The name of the institute needs to attract eye-balls ... necessary strategies have been worked out and can be rolled out with immediate effect; The Social Media will be put to use liberally; 1:1 objective based dialogues will be initiated with as many entities as possible; 'Unique' management development programmes & methodologies

My expertise would result in

Favourable '**BRANDING**' of institute and students alike; Quality students '**ADMISSION**'; A rollout of smooth '**STUDENT PLACEMENT**' process; Emotionally connecting students, parents, faculties and potential employers to the B-School as a boutique brand by creating compelling visual brand experiences, which motivate "**DECISIONS TO ASSOCIATE CLOSELY**"; Unprecedented "**CORPORATE INTERFACE**".

Summary

Sales is an automatic process provided the marketing is right (it's an ongoing Opinion Poll in www.marketingpundit.com). I help brands to reinforce its positioning stance. My job is to create a favourable perception about the brand in the minds of potential customers. With over 70% of India's population below 30 years, my major focus is towards addressing youngsters.

The domain of my Marketing Support expertise encompasses

Children and Youth Marketing, Brand Positioning, Segmentation, Brand Activation, Market Research, Strategy Planning, Channel Management, Sales and Marketing Training, Personal Branding, Social Media Marketing & Networking, Guiding MBA students for Syndicated Summer/ Vacation Internships.

Industry experience

Consumer durables, FMCG, beverages, toys, apparel, footwear, telecommunication products & services, financial services, IT products & services, entertainment, amusement parks, organised retailing, internet portals, automobiles & components, lubricants, tyres, home furnishings, cement, paint, gold, publications, advertising agencies, healthcare products & services, education, logistics & courier services, packaging, agrochemicals & agri-products, hi-tech electrical, electronic, mechanical, chemical engineering / industrial products & services, etc.

Professional Training activities

- **Visiting faculty** of University affiliated / AICTE approved MBA / Marketing Management courses at reputed management training institutes pan India. Also a visiting faculty of National Small Industries Corporation Ltd (NSIC) & SISI Training Centres.
- **Soft Skills Training Consultant** at **State Bank of India** (Centre of Excellence).
- **Corporate Training** to Junior, Middle, Senior Management Executives of reputed cos.
- Assisting & guiding Marketing Management students in their mandatory **Summer/ Vacation Projects** and also short term projects.
- Assisting Management and Engineering Colleges and their students to beef up their **Soft-Skills and Presentation-Skills**.
- Developing pragmatic and easy to understand **Marketing Management course material** on an ongoing basis for Management Students and Marketing Executives at various levels. View some of these at:
http://www.marketingpundit.com/MktgLessons_files/Marketing_Lessons.htm.

Project assistance :

- After taking up classes and getting to know the students better, I groom up a few of the sales & marketing students by exposing them to real time / simulated corporate environment through short term freelance market research and marketing support assignments. The duration of their assignment vary depending on the nature and scope of the assignment allotted to them. BBA / MBA student willing to do their project under my guidance, contact me through their institute.

My Experience

Consultant - Marketing Strategies, Children & Youth Marketing, Market Research, Channel Mgmt, Brand Positioning, Market Segmentation, BTL, Social Media

www.marketingpundit.com

(Marketing and Advertising industry)

December 1992 — Present

Check me out at: www.marketingpundit.com. Marketingpundit is not a company. Its my own identity in the virtual world.

Rendering to existing and startup corporate entities Marketing Support in Child & Youth centric Brand Promotion & Management, Market Research, Strategic Alliances, Retail Audit & Census, Channel Management, Innovative BTL and Communication Strategies, Social Media Marketing, Sales & Marketing Training for B-School students & Corporate Managers, Soft Skills & Etiquette Training.

Conceptualizer of the only 1 of its kind :

- POWERPLAY (Intra+Inter School PowerPoint Presentation Contests);
- IT KRIYA (Inter College Sr School PowerPoint Presentation Contests);
- SOCIALLY SPEAKING (Inter School Creativity, Comprehension Contests).

Since December 1992, in my capacity as an Independent Marketing Support Consultant, have very successfully executed over **500 highly appreciated Marketing Support Projects** spread out over **more than 30 industry categories** (check out almost all the different projects at <http://www.marketingpundit.com/credential.htm>).

Projects are carried out on a national basis across India.

List of clients include: Colgate, Nerolac Paints, Novartis, ITC, Castrol, Rasna, General Mills, Osram, LG Electronics, Eveready, Titan, TVS Motor Company, Scholar Publishing House ...

Retail Sales Manager Singer India Ltd

(Public Company; 1001-5000 employees; Consumer Goods industry)

February 1992 — November 1992 (10 months)

Responsible for Zonal Retail Sales and strategising the setting up and profitable marketing operations and administration of a network of company operated exclusive retail outlets termed "SINGER Centres" across India.

Sales & Marketing professional Castrol India Ltd

(Public Company; 1001-5000 employees; Automotive industry)

August 1985 — January 1992 (6 years 6 months)

Joined Castrol as Executive Trainee in August 1985 on completion of my MBA. Based in Kolkata and reporting to the General Manager- Eastern Region, rose to head the overall sales and marketing functions for a large chunk of the Region for the entire range of Castrol branded premium Automotive & Industrial lubricants and greases where the brand was 40% more expensive than the nearest competitor. Frequently interacted with the corporate HQ in Mumbai to assist the top management team in a wide gamut of Marketing Support functions.

My biggest success, achievement and pleasure as an independent consultant!

- Self conceptualized and annually implemented brand positioning exercises (POWERPLAY and IT KRIYA, the All India Inter-School and Inter-College PowerPoint Presentation Contests, respectively) targeting Children and Youth as focus groups are making the best of MNC and Indian brands derive immense Brand Recall and overall satisfaction year after year.
- Fructification of my goals of assisting **School Children** and **College Youth** across India to '**foresee** (as in **4C**) **a bright future**' by improving their **C**reativity, **C**omprehension, **C**ommunication, **C**ognition skills through only one of their kinds abovementioned contests in association with multiple number of non-competing brands.

Specialties

1. Over 7 years in sales where the brand was 40% more expensive than the nearest competitor.
2. On the job experience in hardcore Sales Management in positions of responsibility helps me to understand sales/ marketing logistics and a client's needs even better.
3. Exceptional capabilities to analyse why and how something happens in Sales & Marketing.
4. Out-of -the-box marketing solution with capability to innovate continuously.
5. Superb oral and written communication skills.
6. Unfailing negotiation capabilities.
7. A 'josh' to offer personalized service to every client.
8. New media initiatives & Professional networking.
9. Cross industry quality experience in FMCG, Durables, IT, Auto, Retailing and more and see these all listed at <http://www.marketingpundit.com/credential.htm>.

10. Children and Youth Marketing.
11. Social Media Marketing.
12. Over 35 Gb of self compiled digitized Study Materials in Sales/ Marketing/ Communication/ Social Media/ Management subjects

Follow & Know me better on

- Own URL: <http://www.marketingpundit.com>
- Open <http://www.google.com> and search for 'Deep Banerjee'.
- To see the extent of my Business & Professional Networking and ability to engage people in quality discussions <http://www.linkedin.com/in/deepbanerjee>, <http://www.facebook.com/marketingpundit>
- Follow me on <http://twitter.com/deepbanerjee>

My Interests merged with Profession

- Web Designing: <http://www.marketingpundit.com>, <http://www.powerplaycontest6.webs.com>, <http://www.itkriya2.webs.com>.
- Creative Designing: http://www.marketingpundit.com/MyGraphics/my_graphics01.htm .
- Professional Networking: <http://www.linkedin.com/in/deepbanerjee> .
- Addressing/ writing on Marketing issues: <http://marketing-pundit.blogspot.com>.



November, 2010