

Marketing for Each Program of Study

GSFC University
Circular
Circular No. 4987
Date: 12th July 2021

Any University in the sector of education stands for imparting education in various programs of study offering various courses which are relevant, needed and emerging fulfilling the industry demand in particular and societal demand in general. However, it is very necessary to communicate to the potential students and parents about such programs of study.

In GSFC University, we have total 19 programs of study including two Ph. D. programs. Out of 17 programs of study, the University is introducing 8 new programs of study (including revamping of Mechanical Engineering) from this new Academic Year 2021-22. For each program, we have sanctioned intake of students. You are aware that currently we have nearly 1200 students which is 60% of the total sanctioned intake. Therefore, aggressive marketing efforts are required by all in the University. The list of programs of study is as follows.

(A) School of Technology

1. B. Tech. (Chemical Engineering)
2. B. Tech. (Fire and Environment, Health, Safety)
3. B. Tech. (Mechanical Engineering – Smart Manufacturing)
4. B. Tech. (Mechanical Engineering – Robotics & Automation)
5. B. Tech. (Computer Science & Engineering – Cyber Security)
6. B. Tech. (Computer Science & Engineering – Data Science, AI & Machine Learning)
7. B. Tech. (Computer Science & Engineering – IoT & Automation)

(B) School of Science

1. B. Sc. (Hons) Chemistry
2. B. Sc. (Hons) Biotechnology
3. B. Sc. (Hons) Industrial Chemistry
4. B. Sc. (Hons) Microbiology
5. M. Sc. (Organic Chemistry)
6. M. Sc. (Analytical Chemistry)
7. M. Sc. (Biotechnology)
8. M. Sc. (Industrial Microbiology)



(C) School of Management

1. BBA (General)
2. BBA (Business Analytics)

Hence, it is required that Dean / Associate Deans of each school along with the concerned Program Coordinators develop a marketing campaign plan along with the time line, i.e., how you will communicate to the potential students and parents about the programs of study and when you will communicate. Please note that the plan of marketing campaign will differ from program to program as the target audience and the channel of communication will vary.

The time line of developing a plan is as follows.

1. Briefing and orientation on Marketing campaign Plan development

Date : 13.07.2021 - 14.30 noon Provost will chair the session.

2. Marketing Campaign Plan for each program – Presentation by Program Coordinators

Date : 16.07.2021 – 12.00 noon. Review by Senior Management, and Marketing Division.

3. Final Presentation to President by Dean / Associate Deans

Date : 17.07.2021 – 3.00 PM

Venue : Conference Room – First Floor – SOS Building, Vigyan Bhavan (for 13-07-2021 & 16-07-2021)

All the respective Schools' Dean / Associate Deans and Program Coordinators are hereby informed to comply with the circular.



Provost
GSFC University

To : Dean / Associate Deans
: Program Coordinators

cc to :

1. President Office, GSFC University – For kind information please.
2. Provost Office, GSFC University
3. Director (Adm) & Registrar Office, GSFC University
4. Director Campus & Dy Director (Adm), GSFC University
5. All non-teaching staff, GSFC University
6. Finance Division, GSFC University
7. Examination Division, GSFC University
8. HR Division, GSFC University,
9. IT Division, GSFC University – To upload on GSFC Portal
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