

# EXECUTIVE PROGRAMME IN DIGITAL MARKETING

FROM IMI, NEW DELHI | BATCH 03



Digital marketing is an exciting area of marketing practice. In this course, specific topics on Digital Marketing will be covered. First, establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing. Second, rise to the challenge of developing strategy to guide tactics. Third, identify data sources that allow you to define and track performance indicators for your digital marketing activities. The course is designed to get the student to think like a digital marketing professional, and to give experience with industry-relevant hands-on assignments and exercises.

## PROGRAMME OBJECTIVES

- 👍 Learn the dynamics and latest trends in digital marketing
- 👍 Learn to develop a comprehensive digital marketing strategy and its application
- 👍 Learn through doing how to use new media such as mobile, search and social networking
- 👍 Learn the measurement techniques used in evaluating digital marketing efforts
- 👍 Learn and understand the ethical and legislation impact on digital marketing

## WHO SHOULD ATTEND

- 👍 The programme is specially designed for professionals who are targeting the digital market or are planning to reach out to the global market
- 👍 Young professionals with specific roles in Sales, Marketing, Branding, Advertising, Communications and Digital Marketing
- 👍 Senior professionals who are in key decision making roles in organizations and Entrepreneurs driving their own business
- 👍 Graduates and aspirants who wish to make careers in Digital Marketing

## PEDAGOGY

Each course will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from different industries may be invited to share their experiences. There would be a pre-work and post work component in each module.



## PROGRAMME CONTENT

- 👍 E-Marketing
- 👍 The Online Marketing Mix
- 👍 The Online Consumer
- 👍 Customer Relationship Management in a Web 2.0 World
- 👍 Social Media
- 👍 Online Branding
- 👍 Traffic Building
- 👍 Web Business Models
- 👍 E-Commerce
- 👍 Engagement Marketing through Content Management
- 👍 Online Campaign Management
- 👍 Consumer Segmentation, Targeting, and Positioning Using Online Tools
- 👍 Market Influence Analytics in a Digital Ecosystem
- 👍 Online Communities and Co-creation
- 👍 The World of Facebook
- 👍 The Future of Marketing-Gamification and Apps

## PROGRAMME SCHEDULE

Session Time	07:00 pm - 09:30 pm
Class Frequency	Thursday
Class Duration	2.5 Hours
Course Duration	6 Months

## ELIGIBILITY CRITERIA

- 👍 Graduates (10+2+3) in any discipline from a recognized University / Institute with minimum 50% aggregate marks

## CERTIFICATION

- 👍 Certificates shall be issued directly by IMI New Delhi
- 👍 On successful completion of all modules & clearing the evaluation process participants will receive a 'Certificate of Completion'
- 👍 For participants unable to fulfil the qualifying criteria will receive a 'Certificate of Participation'\*

\*Qualifying structure will be shared by IMI during academic orientation

## PROGRAMME FEE

₹45,000/-

	Registration Fees	Admission Fee	1 <sup>st</sup> Installment
Date	At the time of Registration	06 <sup>th</sup> December '16	10 <sup>th</sup> March 2017
Amount	₹10,000/-*	₹20,000	₹15,000

\* Any request for refund of registration fees on account of valid reason prior to the closure of registrations or 10 working days before the date of course commencement whichever is earlier, the amount paid shall be refunded with a deduction of 5,000/- + applicable taxes.

## TESTIMONIALS

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*“The programme was very well structured and had good in-depth content. The assessment and the exercises were real time and well researched. Though the programme was online and through virtual classroom, it never felt that we missed any interaction with the team members and the faculty. It was very interactive and participative.”*

**Pardeep Singh**

Tech Mahindra | BATCH-01

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*“This programme has been a real eye-opener for me on the depth of expertise required to succeed in digital marketing. While everyone knows this is one of the more sought after skill set these days, few (including me before the course) understand the complexities involved in evolving a mature digital marketing strategy. Thanks for putting together a well thought-out course.”*

**Giridhar Murali**

Accenture | BATCH-01

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*“Going Digital never seems to be so easy for Traditional Marketers like us! It was a new age learning experience for me as well! Have learned a lot and no doubt this learning will definitely going to help me shaping my career!”*

**N Gopalakrishnan**

Mahindra & Mahindra | BATCH-02

## ABOUT IMI, NEW DELHI

International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses. Registration of Society under Registration of Societies Act XXI, 1860 No. 120/8 of 1981.

## ABOUT EDUCATION LANES

Education Lanes, an initiative of Tech Mahindra's Growth Factories Ltd., offers certificate programmes from premier institutes on a virtual platform. Education Lanes offers a comprehensive direct-to-device education suite with real-time interactive and participative virtual classroom sessions.

## EDUCATION LANES

A Mahindra Group Initiative

For queries, call us at: 08377831825, 9873110671

Email us at: [info@educationlanes.com](mailto:info@educationlanes.com)

[www.educationlanes.com](http://www.educationlanes.com)

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