Executive Program In
Digital Marketing
from IMI Delhi

IMI, New Delhi ranked 9th B-Schools in India

PROGRAMME DESCRIPTION & OBJECTIVES

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 you to think like a digital marketing professional, and to give you experience with industry-relevant hands-on assignments and exercises.

By the end of this course, students will have had the opportunity to:

• Learn the basics of digital marketing and a practical guide to use it effectively to reach out to the internet audience while building the brand and generating sales
• Developing a comprehensive digital marketing strategy
• Learn how to develop innovative strategies in displaying, advertising, social media marketing, mobile and internet marketing, search engine optimization and website design to generate a higher response to the online marketing efforts
• Learn the basic needs for practical digital marketing & sales as an entrepreneur, or as a professional
“Executive Program In Digital Marketing”

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 like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 33 years the Institute has acquired a truly global status.

IMI follows international standard curricula in its programs, which has been enriched by its academic collaborations with International Institute for Management Development (IMD), Lausanne (erstwhile International Management Institute, Geneva); Faculty of Management, McGill University, Montreal, and Manchester Business School, U.K, which prepares participants to successfully manage and lead in an increasingly global business environment. IMI’s educational programs have been recognized by All India Council for Technical Education (AICTE) and Ministry of Human Resource Development, Govt. of India.

PROGRAM DESIGN AND DURATION

- Session Time : 7:00 PM - 9:00 PM
- Class Frequency : Monday & Thursday
- Class Duration : 2 Hrs
- Course Duration : 4 Months

FEE AND PAYMENT SCHEDULE

- Admission Fee : INR 15,000/-
- 1st Installment : INR 15,000/-
- 2nd Installment : INR 10,000/-

*All Fees is exclusive of Service Tax as applicable.

ELIGIBILITY CRITERIA

Applications should be working professionals/- self-employed

- Graduates (10+2+3) in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE.
- Minimum 1 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date.

WHO SHOULD ATTEND?

Any marketing professional, who is currently using Digital Marketing OR affiliate marketer, who wants to use online media, to improve their business performance. Any individual / Beginner, who wants to capitalize on the career opportunities available in Digital Marketing Domain.

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.