

**Management Development Programme**  
**on**  
**“Digital and Social Media Marketing”**

**February 25<sup>th</sup> - 26<sup>th</sup>, 2019**



**Program Directors:**

**Prof. Nalin Jain & Prof. D.K. Batra**



**International Management Institute**  
**New Delhi**

## **INTRODUCTION**

Marketing practices are being shifted with the rise of digital environment & proliferation of devices, platforms & applications. Prospective & current customers are trying to communicate with the organizations through the emerging digital landscape. This also presents an opportunity to listen & respond to customers faster & with more personalization. This emerging environment brings new opportunities & challenges to marketers.

Digital marketing has not only a positive impact in terms of transactions through online and Mobile Devices but also on the marketing Plan (awareness generation, distribution, lead generation, CRM, etc.). The program will familiarize participants with the management issues of digital marketing, digital marketing planning and its implementation.

## **OBJECTIVES**

- To familiarize the participants with the spectrum of digital opportunities and processes for achieving goals.
- To acquaint the participants to digital marketing tools, techniques and platforms in conjunction with traditional Marketing
- To help them to plan & design a Digital Marketing plan
- To appreciate the influence of Social Media and leverage it

## **CONTENTS**

- Marketing implications of internet technologies. Web 2.0 and Web 3.0
- E-business, e-commerce, and digital marketing
- Traditional Marketing mix vs. digital marketing mix
- Web Site Best Practices
- Social Media Marketing
- SEO and SMO
- Social CRM
- Online Advertising and Media; PPC models

## **PEDAGOGY**

In addition to lectures on concepts, the pedagogy will include group discussions, exercises and case studies. Core faculty of IMI along with practicing managers and experts from the field will facilitate discussions and share their experiences.

## **WHO SHOULD ATTEND**

The programme is designed for Sales and Marketing Management personnel in corporate (working at various levels), Representatives of SME businesses & business associations, Consultants and individuals interested in raising their awareness and knowledge level about the issues and best practices involved with Digital Marketing.

## **FACULTY AND RESOURCE PERSONS**

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

## **PROGRAM DIRECTORS**

**Prof. Nalin Jain** (Ph.D., IIT, Delhi; MBA, FMS, Delhi University; B. Tech. Electrical, IIT BHU Varanasi) is an illustrious Trainer, Consultant and Professor of Marketing at IMI New Delhi with more than three and a half decades of holistic and diverse experience relevant for Executive Business Education.

He is a popular prolific trainer and training coordinator having lead more than 250 training sessions on building customer centricity, creating wow customer experience, managing excellence in service design and delivery, leveraging customer relationship and engagement, effectively using digital in marketing, accelerating sales performance, negotiation skills, contemporary retailing among others. His sessions have been for top, senior and middle management of public, corporate and multinational organizations of more than 50 countries. The list of Indian Organizations touched by his training endeavors include HDFC Bank, Canara Bank, Bank of Baroda, Allahabad Bank, Airport Authority of India, Indian Oil Corporation, ONGC, Baxter India, Sir Gangaram Hospital, Jaypee Group of Hotels and ITC Ltd.

Prof. Jain started off as a product manager at Voltas Limited, building the LT Switchgear brand pan India and overseeing all aspect of the LT business including customer relationships. In his next responsibility as the CEO of a mid-size family business, he doubled the business revenue in three years getting new accounts and customers for the business and setting up new business processes leading to substantial quality improvements. Playing the role of a start-up entrepreneur, he successfully established a mid-size company for manufacturing and marketing electrical products. Subsequently, as a management consultant he has been involved in significant Market, Channel, Brand Building, Service design, Communication, CRM, Marketing strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL.

As a core academician for twenty years, he has designed and instructed courses in almost all core and specialization areas of marketing including customer relationship management, services marketing, marketing of banking and financial services, retail marketing, digital marketing, social media marketing, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid and strategic marketing. He can be reached at: [nalin@imi.edu](mailto:nalin@imi.edu)

**Prof. D K Batra** holds a Ph. D and MBA from FMS (Delhi University) and B. Tech (Text) from TIT. He has been a UNDP fellow to University of East London, FIT, New York University and also to several Universities in Brazil and European Union to study New Product Development. Some of his prior assignments include Director, Asia Pacific Management Institute, New Delhi, Vice President, (New Projects), Netaji Subhash Institute of Management Sciences, Senior Professor and Programme Director PGDM (International Business management), FORE School of Management. In a long stint with National Institute of Fashion Technology New Delhi spanning 18 years, he has held various senior positions namely: Head- Academic Affairs of eleven NIFT centers in India, Chairperson Fashion Management Studies & Head International Linkages.

He has served on the executive Council of IFFTI for many years, a body of 32 International Fashion and Textile Universities. He was also the founding CEO of Fashion Design Council of India He was on the PhD Research Board of Jamia Hamdard University. He is member of board of studies of UP Tech University. He has also worked as Advisor to Ministry of Information Technology. He has authored many Books and Research Papers. He has provided Consultancy & Training services to various corporates like Raymond India, Madura Garments, Gokaldas Exports, ABN

AMRO, ITC, ISEPC, AEPC etc. He has also served as a consultant to International Trade Center Geneva, UNCTAD. He can be reached at: [dkbatra@imi.edu](mailto:dkbatra@imi.edu)

## **ADMINISTRATIVE DETAILS**

### **Dates:**

**February 25<sup>th</sup>-26<sup>th</sup>, 2019**

### **Venue:**

International Management Institute  
B-10, Qutub Institutional Area  
New Delhi 110016

## **FEE**

**Non-residential:** Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and lunch

**Residential:** Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging (airconditioned single room) from noon of **February 24<sup>th</sup> 2019** till noon of **February 26<sup>th</sup>, 2019** at IMI Campus.

## **Group Discounts**

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288  
MICR Code: 110010007, IFSC Code: ALLA0211083  
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

## **REGISTRATION**

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## **CERTIFICATE OF PARTICIPATION**

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

## **ABOUT IMI**

IMI International Management Institute Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD Lausanne). IMI's flagship two-year Post-Graduate Diploma in Management (PGDM) program (launched in 1993) has Student Exchange programs with leading International Schools. These include ESC Rennes, France, Montpellier Business School, France, Frankfurt School of Finance and Management, Germany, Grenoble Ecole de Management, France, Louvain School of Management, Belgium, Sichuan Academy of Social Sciences, China, KEDGE Business School, France, University of Guelph, Canada to name a few. Besides its regular PGDM program, IMI New Delhi runs a two-year PGDM program in Human Resource Management (PGDMHRM) launched in 2006, a two-year PGDM program in Banking and Financial Services (PGDM B&FS) launched in 2014, a 15-month Executive PGDM for mid-career executives (Executive PGDM) launched in 1984 and a Fellow Program in Management (FPM) launched in 2011.

In addition, IMI New Delhi also offers ITEC (Indian Technical and Economic Cooperation) Programs, as it is one of the few empanelled Institutes of the Ministry of External Affairs, Government of India. Under the aegis of MEA organised special Commonwealth Assistance Program, 15 international students are selected into the Executive PGDM Program. These ITEC programs are targeted at various developing countries from the Afro-Asian, South American and SAARC region. Another distinguishing feature of IMI Delhi is its strong Alumni network of over 5000+ professionals at senior management levels in leading corporate houses.

All IMI New Delhi's long term programs are approved by AICTE, Ministry of HRD, and Government of India. IMI New Delhi is internationally accredited by Association of MBAs (AMBA), UK. IMI's diverse and experienced resource pool of faculty resources having a rich combination of academic rigor and corporate exposure is one of the institute's distinct strengths. This vast and enriched pool has a special focus on delivering management education, training, research and consultancy. IMI contributes significantly to the growth and development of management as a discipline in India.

IMI conducts a large numbers of Management Development Programs (MDPs) every year, which include Open Programs, specially designed In-company programs and Online programs in different functional areas. These programs are aimed at capability building of senior-level and top-level managers and executives to help them in updating their concepts and enhancing leadership and managerial skills.

IMI's strength across diverse management disciplines, backed by an excellent team of faculty and the strong network with eminent organizations, helps deliver its commitment towards its vision of being a premier global management school.

***For registration/any other information, please contact:***

**Dr. Ekta Saxena, General Manager (MDP & Online Education)  
International Management Institute**

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