

Management Development Programme
on
“Digital and Social Media Marketing”

November 14-15, 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

Dr. Nalin Jain (Ph.D. from 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 thirty-six years of holistic experience relevant for leadership and management training as well as business skill development.

He is an effective, popular and prolific trainer having lead about 300 training sessions on building customer centricity, creating wow customer experience, value based selling managing excellence in service design and delivery, leveraging customer engagement and relationship, effectively using digital in marketing, accelerating sales performance, negotiation skills, contemporary retailing among others. As a training coordinator and trainer he has delivered learning experience 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, Asian Paints, Sir Gangaram Hospital, Jaypee 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 aspects of the LT business including customer relationships. He was responsible for the entire marketing communication of the Electrical Business. 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, Sales, Channel, Brand Building, Service design, Marketing Communication, CRM, Marketing Strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL.

As a core academician for twenty-one years, he has designed and instructed courses in almost all core and specialization areas of marketing including customer relationship management, mobile marketing, digital marketing, marketing analytics, services marketing, marketing of banking and financial services, retail marketing, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid and strategic marketing.

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.

ADMINISTRATIVE DETAILS

Dates:

November 14-15, 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 **November 13 2019** till noon of **November 16, 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

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

For registration/any other information, please contact:

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