Short Term Training Program
on
Digital Marketing

5th - 8th July 2018| Location – IITKGP Extension Centre Salt Lake Kolkata

Organized by

Vinod Gupta School of Management
Indian Institute of Technology Kharagpur

In collaboration with

Capillary Technologies

Digital Marketing

5th -8th July 2018

Objectives

This course welcomes you to the realm of digital. It is an opportunity for discourse, deliberation, debate and insights into how we can adopt digital marketing practices that can be transformational and disruptive at the same time. This course will attempt to give you unique perspectives, new possibilities, and skills that will leave you sharp as a scalpel in the digital world. Come enjoy the ride and transform into a digital ninja!.

Course Content

- An Introduction to Digital Marketing
- Google Analytics
- Google tag manager
- Measuring campaign effectiveness
- Different channels of digital marketing
- Web marketing
- Paid marketing
- Affiliate marketing
- App marketing

- CRM - customer relationship management
- Performance marketing
- Ecommerce marketing
- Attribution models
- Various tools
- Some examples and case studies from renowned publishers like HBSP
- Offline marketing impact on online marketing
- Online marketing impact on offline marketing

Participants

The following members can participate in the program:

- Mid-level Managers working in any domain of business
- Faculties interested in Digital marketing
- Digital marketing enthusiasts

Faculty

This program will be conducted by faculties of IIT Kharagpur in collaboration with digital marketing experts from Capillary Technologies.

Course Fee

- For industry participants – INR 32,500 + 18% GST = INR 38,350
- For faculties – INR 22,500 + 18% GST = INR 26,550
- For students – INR 12,500 +18% GST = INR 14,750

The course fee will cover lecture notes, lunch, and refreshment during classes. Boarding, Lodging, and Travel charges will have to be borne by the participants.

The course fee can be paid through IIT Kharagpur by following the steps given below:

- Candidates should apply online by clicking "**APPLY for CE Events**" under EVENTS section
  in the Institute website www.iitkgp.ac.in .
- Click on **How to Apply** at the top the page.
- Follow the instructions given there for signing up and editing your profile.
- Scroll down to the course "Short Term Training Program on Digital Marketing".
- Click on the "Apply Now" Button and follow point no. 6 mentioned in the instruction page available
  at the **How to Apply** link.

Accommodation

Accommodation can be arranged at IITKGP Extension Center upon prior request. Accommodation is also available at different price and comfort range in and around IITKGP Extension Center in Kolkata. We can facilitate the accommodation of the participants. However, we do not take the responsibility for the same.
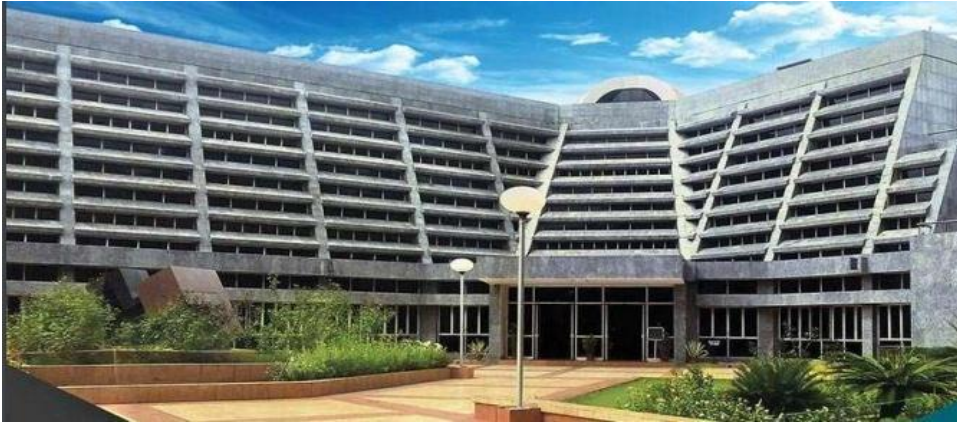
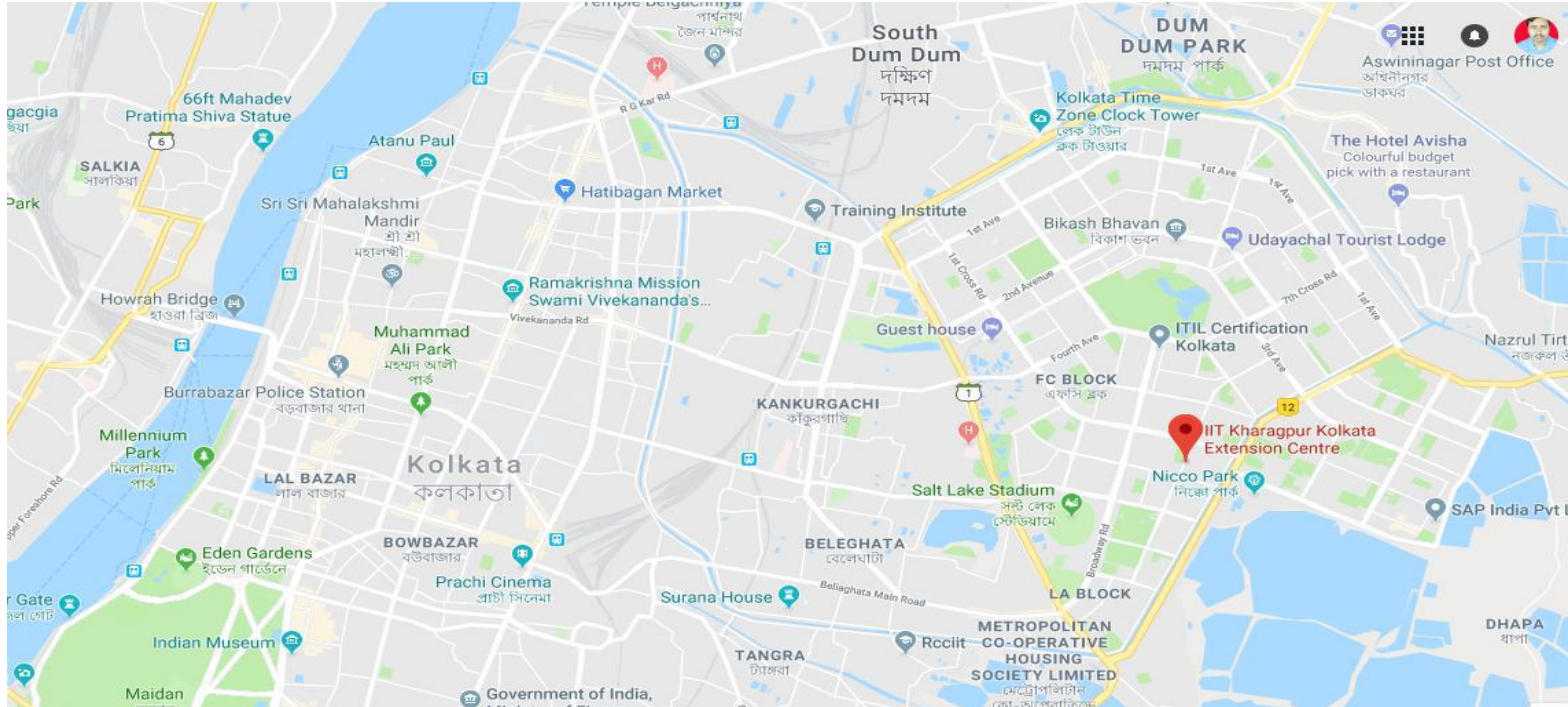| Course coordinator	Course co-coordinator
Dr. Saini Das	Dr. Srabanti Mukherjee
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About VGSoM, IIT Kharagpur

Vinod Gupta School of Management (VGSoM) is the oldest B-School under the umbrella of IIT system which offers management education with the right blend of business insights and technological applications.The foundation stone of the School building was laid in 1994 by the then president of India, Dr. Shankar Dayal Sharma. VGSoM currently is ranked as No. 7 among all B-Schools in India as per NIRF ranking by Govt. of India moving ahead of many renowned B-Schools including lots of IIMs and XLRI. The school looks forward to excel in all aspects of management education and become one of the top most B-Schools in the country.

Important Dates

Last date of application– 30th June, 2018

How to reach

Address :
IIT Kharagpur Extension Centre
HC Block, Sector - III
Salt Lake City
Kolkata - 700106

Telephone : 033-23379793

From Howrah Junction

It is about 10 Kms. from Howrah Junction Railway Station.

From Kolkata Airport

It is about 13 Kms. from Kolkata Airport.