

# **Management Development Programme**

**On**

## **Marketing in the Digital World**

**Dec 5<sup>th</sup> – 9<sup>th</sup> 2020 | Platform – Online Live Classes through  
Video Conferencing**



**Organized**

**by**



**Vinod Gupta School of Management  
Indian Institute of Technology Kharagpur  
Kharagpur 721302  
INDIA**

# INTRODUCTION

Digital marketing is a low cost but targeted canopy for marketing. It is all about marketing products and services through digital technologies, overall the internet, digital marketing involves all marketing activities that requires an electronic device or the internet. With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. For the promotion of business, especially the new startups, different digital channels such as social media, email, search engines and websites are utilized to interact with current and prospective consumers. This also includes small businesses that wants to trade online and make a name for themselves on the web. Moreover, the web is now crowded with information. Nonetheless, if you have a website, can these people reach you that are searching the web for answers? Digital marketing enables you to ensure that. Even if your business is booming by now, you may miscue an untold number of leads, partners, clients, and dollars if you're not properly utilising some straightforward digital marketing techniques. Therefore, learning to survive in the digital world using relevant technologies and tools is a must in today's world.

Given the COVID-19 outbreak, most industries are running in crisis and finding it difficult to invest in traditional marketing. As a result most of the Indian and multinational companies are focusing more on digital marketing which is not only low cost and high-ROI generative, but also needs no physical contact, even for personal selling.

In such a context, to make your career in the world of digital marketing and help your companies excel in the digital world, you must master the art of using emails, social media, Web marketing, Sponsored marketing, Affiliate marketing, App marketing, Performance marketing, Ecommerce. You need to know Use of Google Analytics and Google tag manager and methods of Search Engine Optimisation. However, many budding entrepreneurs, MSMEs and mid-career professionals suffer in adopting is advanced form and marketing and suffer in the modern world. Keeping this in mind this programme is designed for the startup entrepreneurs and middle level marketing managers of any product or service organisations.

## OBJECTIVES OF THIS COURSE

- This programme will bring out why and how today's marketers can adopt digital marketing practices, especially in this disruptive time.
- This programme will also help the budding entrepreneurs to understand how to increase the visibility of their companies.
- The participants will also learn how to use the vast data available in the cloud to fathom the behaviours of prospective and regular customers and subsequently enable them to plan for appropriate digital marketing strategies.
- The programme will also highlight on how the offline and online marketing methods can complement each other if properly amalgamated.

## **COURSE CONTENTS**

- Digital Marketing in the disruptive era
- Digital Marketing - Background, Concepts and Channels
- Use of Google Analytics and Google tag manager
- Forms of Digital Marketing-Web marketing, Sponsored marketing, Affiliate marketing, App marketing, Performance marketing, Ecommerce marketing
- Search Engine Optimisation
- Content creation, Content Curation and Video Hosting
- Attribution Modelling
- Customer Relationship Management using Digital Marketing
- Measuring effectiveness of Digital Marketing
- Assessing the cross-impacts of offline and online marketing and aligning the offline and online marketing
- Case studies

## **COURSE SCHEDULE**

5<sup>th</sup> and 6<sup>th</sup> December: 10.30 A.M -4.30 P.M

7<sup>th</sup> -9<sup>th</sup> December: 6 P.M TO 9 P.M

## **PEDAGOGY**

The methods consist of lecture sessions, hands-on-exercises, discussion on cases and live problems.

Academicians with proven knowledge, Industrial experience, and demonstrable and related areas will deliver lectures and analyse case studies of TQM. We will use Harvard Business School cases for the purpose.

## **TARGET PARTICIPANTS**

The following members can participate in the program:

- Mid-level Managers working in any domain of business
- Digital marketing enthusiasts
- MSME and start-up entrepreneurs

## **APPLICATION AND FEE**

The Interested participants are requested to apply to one of the coordinators by filling in the Registration Form provided with the brochure. The total number of seats is restricted to 50. The participants will be selected on "first-cum-first-served" basis out of the eligible candidates.

The fee for the five-day programme is as follows:

- For industry participants – INR 15,000 + 18% GST = INR 17700
- For students – INR 10,000 + 18% GST = INR 11800

The course fee includes course materials only.

The course fee can be paid in the following ways:

- Candidates should apply online : <https://erp.iitkgp.ac.in/CEP/courses.htm>
- Please find the course in the page and apply. Candidates should pay their course fees online through **online payment gateway**.
- **For difficulty in paying online fees, please contact the Dr. Swagato Chatterjee whose contact details are given below.**

## **Important Dates**

**Last date of application– 25<sup>th</sup> November, 2020**

## **COURSE COORDINATORS AND ADDRESS FOR COMMUNICATION**

### **Course Coordinator**

Dr. Srabanti Mukherjee  
Assistant Professor (Marketing)  
Vinod Gupta School of Management,  
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### **Course co-coordinator**

Dr. Swagato Chatterjee  
Assistant Professor (Marketing)  
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