



Vinod Gupta School of Management
Indian Institute of Technology Kharagpur
in collaboration with
Ministry of Micro, Small & Medium Enterprises



Dedicated to the Service of the Nation
राष्ट्रीय सेवार्थ समर्पित

Advanced Management Development Programme
on
Digital Marketing
from
19th to 23rd of February, 2023
at
Vinod Gupta School of Management, IIT
Kharagpur

Programme Coordinators:

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INTRODUCTION

Digital marketing is a low-cost but targeted canopy for marketing. It is all about marketing products and services through digital technologies and, overall, the internet. Digital marketing involves all marketing activities that require an electronic device or the internet. With the constant growth of the web and more people getting connected daily, digital marketing has become necessary for many MSME organizations. For business promotion, digital channels such as social media, email, search engines, and websites help interact with current and prospective consumers and trade channel partners. This can also help the MSMEs 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 by 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 rupees 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.

Therefore, the MSMEs, their managers, and their staffs must master the art of using emails, social media, Web marketing, Sponsored marketing, Affiliate marketing, App marketing, Performance Marketing, and E-commerce. They need to know the Use of Google Analytics and Google Tag Manager and methods of Search Engine Optimisation. Keeping this in mind, this programme is designed for MSME entrepreneurs and middle-level marketing managers, and staffs to make them maestros in digital marketing.

BACKGROUND OF THE INSTITUTE

Vinod Gupta School of Management started in 1993 as a unique initiative among the Indian Institutes of Technology. A management school within IIT Kharagpur, VGSoM imbibed the parent Institute's culture of research and quality teaching. More than 25 years since its inception, the school has grown holistically, winning several accolades and setting new benchmarks of excellence. Today, VGSoM plays a pioneering role in nurturing leaders of tomorrow by blending management philosophy and technological advancement to develop managers who appreciate critical technical issues and their business implications. IIT Kharagpur, as an established world-class institute, helps VGSoM leverage its strength in terms of infrastructure, intellectual resources, and illustrious alums.

OBJECTIVES OF THIS COURSE

- This programme will explain why and how today's MSME leaders and staff can adopt digital marketing practices, especially in this disruptive time.
- This programme will also help budding MSME entrepreneurs 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 how offline and online marketing methods can complement each other if adequately amalgamated.

PLACE OF TRAINING

Vinod Gupta School of Management, Indian Institute of Technology Kharagpur

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 marketing, Sponsored marketing, Affiliate marketing, App marketing, Performance marketing, e-commerce marketing
- Search Engine Optimisation
- Content creation, Content Curation, and Video Hosting
- Attribution Modelling
- Customer Relationship Management using Digital Marketing
- Measuring the effectiveness of Digital Marketing
- Assessing the cross-impacts of offline and online marketing and aligning the offline and online marketing
- Hands-on sessions

COURSE SCHEDULE

9 am to 5 pm with a 1-hour lunch break on each day.

PEDAGOGY

- The methods include lecture sessions, hands-on exercises, and discussion on cases and live problems.
- Learned professors from IIT Kharagpur and Industry experts will be conducting the sessions.

TARGET PARTICIPANTS

MSME entrepreneurs, managers, and staff (should upload relevant details)

NO APPLICATION AND COURSE FEE FROM THE PARTICIPANTS

Food (breakfast, lunch, and dinner) and lodging (on a twin-sharing basis) will be provided to the participants.

Interested Candidates should apply online at the following link:

<https://forms.gle/NqnSBux1D8Htrbjw8>

The participants will be selected on a "first-cum-first-served" basis out of the eligible candidates.

Important Dates

Last date of application– 10th February, 2024

COURSE COORDINATORS AND ADDRESS FOR COMMUNICATION

Course Coordinator

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