



Digital Marketing:

Concepts, Strategies
and Techniques

March 27-31, 2017



Executive Education
Indian Institute of Management Ahmedabad

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As customers spend more of their time on the digital medium, to engage them, companies are focusing more of their efforts on digital marketing. At the same time, the field of digital marketing itself is evolving and changing rapidly. This programme is targeted to address the challenges that face today's digital marketers: they need to understand and keep track of effective digital marketing strategies while at the same time also have a clear picture of what digital techniques to use where & when.

Objectives

- Obtain the necessary knowledge to help them keep pace with and stay ahead of the changing digital ecosystem
- Gain an understanding of the consumer behaviors associated with the digital generation, particularly Gen X, Gen Y, and Millennials
- Learn how to make informed decisions regarding digital marketing across all multiple channels and guide the overall marketing strategy by using an overall framework
- Find new ways to economize on marketing costs by leveraging social media and transforming customers into brand advocates

Content

- Engaging with a new consumer generation. The 3C Framework - how to Connect, Convert, & Continuously Engage with digital consumers
- Content marketing - what it is and how to build a content strategy
- Search marketing - and optimizing content for search
- Harnessing Social Media for listening, sharing, content creation and advocacy
- Location based marketing

Pedagogy

A combination of lecture sessions and in-class discussions centered around very current real world case studies in digital marketing. Discussions will dive into concepts, frameworks, strategy and implementation.

Target Audience

- Middle and Senior level managers with 8-15 years of experience in public, private and not-for-profit governmental organizations and multinational
- Managers/Executives that are in charge of creating and implementing digital marketing strategies and initiatives in their respective companies
- Executives/owners of SMEs

Faculty

- Mohan, Lil (Faculty Co-Chair)
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- Morris, Sebastian (Faculty Co-Chair)
E-mail: morris@iima.ac.in
- Verma, Sanjay

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **March 13, 2017**. The last date for early bird discount is **March 6, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4472 to 77 and 4462 to 69

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: exed@iima.ac.in • Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR **1,80,000** (+15% Service Tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **March 13, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in any one of these three ways:

A. Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance: **Digital Marketing: Concepts, Strategies and Techniques**
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA Service Tax Registration Number: AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

B. Payment Gateway

Please visit the IIMA website (www.iima.ac.in/exed) for more information.

C. Demand draft/cheque payable at par

The cheque/draft should be in favour of "Indian Institute of Management Ahmedabad" and sent directly to the Executive Education Office through courier or speed post.

Discount

Early Bird Discount: Nominations received with payments on or before **March 6, 2017** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing • IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम
भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education
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