



Digital and Social Media Marketing

September 4–8, 2018



Executive Education
Indian Institute of Management Ahmedabad

Digital and Social Media Marketing

September 4–8, 2018

As customers spend more of their time on the digital medium, to engage them, companies are focusing more of their efforts on digital and social media marketing. At the same time, the field of digital marketing itself is evolving and changing rapidly. This programme is targeted at addressing the challenges that face today's digital marketers: they need to understand and keep track of effective digital and social media marketing strategies, and also have a clear picture of what digital techniques to use, where and 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 behaviours associated with the digital generation, particularly Gen X, Gen Y and millennials
- Learn how to make informed decisions regarding digital and social media marketing across all multiple channels and guide the overall marketing strategy by using an overall framework
- Find new ways to economise on marketing costs by leveraging social media and transforming customers into brand advocates

Programme Highlights

- Engaging with a new consumer generation. The 3C Framework - how to Connect, Convert and Continuously Engage with digital consumers
- Content marketing - what it is and how to build a content strategy
- Harnessing Social Media for advertising, listening, content creation, sharing and building loyalty and advocacy
- Search marketing - and optimising content for search; SEO, SEM, SMM
- Location based mobile digital marketing
- Digital marketing and Digital business models

Participants' Profile

- Middle and senior level managers with 8-15 years of experience in public, private and not-for-profit governmental organisations 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

Pedagogy

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

Faculty

- Mohan, Lil (Faculty Co-Chair)
Email: lil.mohan@chicagobooth.edu
- Sahay, Arvind (Faculty Co-Chair)
Email: asahay@iima.ac.in



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **August 21, 2018**. The last date for early bird discount is **August 14, 2018**.

Organizational 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:

Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

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

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

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

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

Programme Fee and Payment

INR 180,000 plus 18% GST 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 **August 21, 2018**. 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/organization concerned.

The programme fee can be paid in one of these two 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 organization)
4. Purpose of Remittance:
Digital and Social Media Marketing
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

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

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **August 14, 2018** 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 organization 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. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization 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 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 Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

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

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational 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 Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy 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

भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad - 380 015, India

Phone: +91-79-6632 4461 to 69 and 4472 to 77

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

Email: exed@iima.ac.in • Website: www.iima.ac.in/exed